



PRESS RELEASE

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Of All Phone Messages, These Are the ‘Charlie Browniest!’

PITTSBURGH PA: Ever find yourself wanting to be put back on-hold after the person you called picks up the phone? “We’re told by clients that this happens all the time,” reports Paul Beran, President of Pittsburgh based Advertel, Inc.. For a quarter century, businesses throughout the US and Canada (and some as far away as Kuala Lumpur, Malaysia), have enjoyed the unique talents and expertise of ADS-ON-HOLD®, Advertel’s nationally acclaimed brand of on-hold messages, rated highest in the telephone industry in entertainment, variety and quality.

“Our mission is to provide telephone greetings with a level of quality nearly impossible for our clients to produce themselves,” says Beran. “And to this end, we’ve taken our upcoming holiday production plans over the top!” As part of ADS-ON-HOLD®’s 25th anniversary celebration, Beran has secured exclusive license to use the timeless holiday favorites of Vince Guaraldi, best known as the music of “Peanuts Gang” and “A Charlie Brown Christmas.” Businesses who subscribe to Advertel’s ADS-ON-HOLD® can utilize this memorable music as part of their holiday promotional phone message. No other on-hold provider will be authorized to use this music.

In addition, Beran has arranged for an exclusive telephone interview with Lee Mendelson, Executive Producer of the “Peanuts Gang” series, talking about the legacies of Charles Shultz, creator of the Peanuts cartoon strip, and Vince Guaraldi, musical mastermind that composed these holiday favorites. Segments of the Mendelson interview will be interspersed with such hits as *Linus and Lucy*, *Christmas Time Is Here*, *Skating*, *The Christmas Song*, and others. “Our goal is to bring a smile to the caller, letting them enjoy a memory or two from their youth—followed by our client’s advertising message,” reports Beran. The love for Charlie Brown spans several generations.

“But, Charlie Brown’s music is just the beginning,” adds Beran. To help celebrate ADS-ON-HOLD®’s landmark anniversary, Advertel is announcing a 25-point promotion that includes a combination of phone and web integration services; “*I Hear Voices!*™,” a national on-hold and text-to-win sweepstakes; introduction of ADS-ON-FM®, Advertel’s new low-power FM service that broadcasts locally for clients; resurrection of Hold Magazine™, a popular 1990’s series of talk-show style recordings made exclusively for the hold button, and others.

For four years past, Advertel secured license to use the award winning, triple platinum holiday music of Mannheim Steamroller. “A note to all those who had come to expect Mannheim Steamroller for their ADS-ON-HOLD® holiday production—they’ll be back!” reports Beran. However, the Mendelson/Charlie Brown license continues for at least the next two holiday seasons.

Always pioneering new multimedia technology and program features, Advertel is also offering a free flash player upgrade to its business telephone subscribers, as well as their exciting new “Unlimited Length” production format. ADS-ON-HOLD® subscribers will be able to “*Say All You Want—Don’t Hold Back!*”

To learn more about ADS-ON-HOLD®’s 25th anniversary promotion, log on to www.adsonhold.com. To learn more about Advertel’s multimedia services including ADS-ON-FM®, visit www.advertel.com.

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PHONE-tastic!