



PRESS RELEASE

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Of All Hold Music, Theirs is the 'Charlie Browniest!'

PITTSBURGH PA: *"Maybe you should call it, 'Smiles On-Hold!' That's what callers will surely do when they hear it!"* according to one ADS-ON-HOLD® customer of Pittsburgh-based Advertel, speaking of their callers waiting on-hold. Through special license arrangement by Advertel with Mendelson Productions and Fantasy Records, callers will be entertained this holiday season around the country by the familiar antics of The Peanuts® Gang, along with the fabulous jazz music of Vince Guaraldi that helped make them famous. Brief nuggets of information regarding the hosting company's products or services will be interspersed between memories of Linus, Lucy, Snoopy, and of course, Charlie Brown a.k.a. Charles Shultz. The love for Charlie Brown spans several generations.

"Concluding a momentous year of celebration ADS-ON-HOLD® has arranged for more exclusive content than ever, in honor of it's 25th anniversary wrap-up," reports Paul Beran, Advertel President. For over a quarter century, businesses throughout North America have enjoyed the unique talents and expertise of ADS-ON-HOLD®, nationally acclaimed brand of on-hold messages, an important part of Advertel's Totel® Image Makeover service for business phone systems. *"Our mission is to provide telephone presentations with a level of quality nearly impossible for our clients to produce for themselves,"* adds Beran. *"Our goal is, indeed, to bring a smile to the callers, letting them enjoy a memory or two from their youth - followed by our client's advertising message."*

To help celebrate ADS-ON-HOLD®'s landmark anniversary, Advertel launched a 25-point promotion last year that included the introduction of a series of unique telephone and web integration services. *"Businesses need to regard their customer 'First Contact' a little more seriously than in past years,"* comments Beran. Only those companies whose telephone and Internet presentations more closely represent the quality of their products and services will rise to the top. Advertel has chosen to focus its 25+ year history on the development of business phone systems and websites, what they refer to as customer "First Contact!"

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.

PHONE-tastic!