



## PRESS RELEASE

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For release: October 1, 2009

### Phones Will Be ‘Bing’ing For the Holidays

**PITTSBURGH PA:** “Phones may not be ringing like they used to before the recession—but if we have anything to say about it, they’ll be ‘Bing-ing!” reports Paul Beran, president of Advertel, a Pittsburgh based company who delivers ads on-hold programming to businesses throughout North America. “We typically go the extra mile to offer a pleasurable program for the business hold button, but this year, we’re going over the top!” reports Beran.

So, as you sit, parked on-hold at your local retailer, car dealer, utility company or other business, don’t be too surprised if you find yourself singing along with holiday favorites from as far back as 1949, with the melodious, unmistakable sound of Bing Crosby. Advertel has secured a special permission from the Bing Crosby family to revitalize portions of “Christmas Sing with Bing!,” an annual favorite through 1962.



‘Make Your Phone Bing’ with ADS-ON-HOLD®, is Advertel’s way of reintroducing these timeless holiday favorites to a whole new generation of adults throughout the country, utilizing the hold button of businesses in most major markets, across a wide range of industries.

In addition to such favorites as Silent Night, God Rest Ye Merry Gentlemen, We Wish You a Merry Christmas, and many others—all with that special ‘Bing’, Advertel has arranged for brief telephone interviews with members of the Crosby family, including widow Kathryn Crosby, and daughter Mary Crosby. These interviews, as well as this landmark Christmas music is offered at no-charge to subscribers of ADS-ON-HOLD®, a nationally acclaimed service of Advertel.

“What did the legend of Bing Crosby do to the way America celebrates the holidays?” asks Beran of the Crosby family. “Bing brought a great deal of...” (You’ll have to listen for these interviews on-hold to hear more.)

ADS-ON-HOLD® is the oldest of several telephone media services of Advertel’s 26-year history. “We learned long ago,” continues Beran, “that you can only advertise so much to callers waiting without alienating them to a point of driving them to hang-up. ADS-ON-HOLD® like to go the extra mile to entertain callers in ways they don’t even expect. Then, periodically, they don’t mind hearing an ad or two regarding the business they called. Even then, ad messages are presented in a more ‘informational’ context than blatant advertising.

Bing Crosby Enterprises of Malibu CA was delighted to work with Advertel to help them get the word out that they’re releasing a new Bing Crosby box collection later this year, digitally remastered and gift boxed for the holidays. Robert S. Bader, Vice President of Marketing and Production for Bing Crosby Enterprises added, This isn’t a collection of Crosby favorites. These 160 songs are actually an all new collection of previously unissued Bing Crosby music.” Since many of these are wonderful love songs, Advertel is planning to present them in a follow-up to the ‘Make Your Phone Bing’ on-hold campaign in celebration of Valentines Day , 2010.

To audition Bing Crosby holiday music samples in the ‘Make Your Phone Bing!’ promotion by ADS-ON-HOLD®, log on to [www.advertel.com](http://www.advertel.com), or [www.adsonhold.com](http://www.adsonhold.com).

Word count: 531