

OWN 1-800-SHREDDING

& WATCH YOUR COMPETITORS' ADS BE TORN TO SHREDS.

DISCOVER THE SALES POWER OF A VANITY TOLL-FREE NUMBER.

Many businesses need shredding services. But first they have to find you and respond. Even if they see or hear your advertising, will they remember how to reach you?

Vanity toll-free numbers give you that memorable edge. No wonder they've become the norm for smart businesses that want to increase marketing and sales, plus save on advertising costs. In fact, 90% of Fortune 500 firms brand themselves with toll-free vanity numbers. Companies

with numbers such as 1-800-Go Fed Ex, 1-800-Flowers, 1-800-Pick UPS, 1-800-Progressive, 1-800-Comcast and 1-800-Contacts are just a few that have successfully committed their numbers to our memory!

Now your document shredding business can enjoy these same powerful benefits of a toll-free vanity number. How? By securing the exclusive ownership rights to 1-800-Shredding for your market area.

How a Vanity Toll-free Number Increases Response, Sales & Profit:

- **Memorability:** Unforgettable because "shredding" is what you do
- **Convenience:** Hear or see it just once and never have to write it down
- **Simple Referrals:** Makes word of mouth referrals simple
- **Branding:** Customers will always connect the number to your shredding business
- **Lead Generation:** More calls, more referrals means more business
- **Transform your vehicles:** Turn your trucks into "moving billboards"

Sure, you know the phone number for
1-800-FLOWERS®

But I bet you don't know the
number for your local florist.

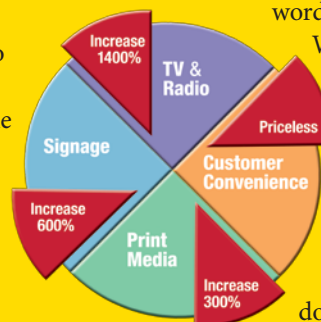


OWN EXCLUSIVE RIGHTS TO THE MEMORABLE 1-800-SHREDDING NUMBER!

1-800-Shredding is the best vanity number in the industry. Thanks to Tele-Name, 1-800-Shredding is being made available to mobile document shredding businesses across the country, offering them the opportunity to own the exclusive rights for their entire marketing area.

Increase Calls with Memorability

Potential callers have just seconds to register a number from a billboard or radio spot. Was that number 546 or 564? But a word related to your business is memorable.



Would a prospect needing shredding services be more likely to remember 1-800-747-3334 or 1-800-Shredding? In one study conducted by 800 Response, 65 percent of respondents could remember a toll-free vanity number in a visual ad campaign compared to only 31 percent for a numeric. That is more than double the recall rate! And in signage, TV or radio the difference is even more dramatic, with memorability up to 1400% higher.

Cut Your Yellow Page Costs

A memorable vanity number will significantly lessen your reliance on the Yellow Pages and many businesses find they can finally cut down on some of those costs. Our tracking has shown that 80% of our members reduce their Yellow Page costs within the first two years of promoting their vanity number. These businesses understand that once people in their community know their number, it actually becomes redundant for them to "look them up in the Yellow Pages." An added benefit: Because your 1-800-Shredding number keeps customers out of the phone book it also keeps them away from your competitors' ads, making their Yellow Page advertising significantly less effective.

“With number recognition, we began noticing a month-over-month increase in calls... the 800 number was very easy for the customer to remember, especially with vehicles moving by. It was a strategic move to own our marketing area.”
– David Sylvester, General Manager
The DocuTeam

TELE-NAME PROVIDES THE SUPPORT THAT MAKES YOUR VANITY NUMBER WORK HARDER.

Target Your Location

Tele-Name lets you select the specific areas you serve. It might be just one area code, a metropolitan area, an entire state or beyond. For multiple locations, you can choose to have the number routed to your office closest to the caller. This targeted marketing allows you to own 1-800-Shredding for as low as \$182* a month, putting the benefits of this great toll-free vanity number within reach of even the smallest shredding business.

Your Existing Phone Is All You Need

Tele-Name's advanced routing capabilities detects a caller's location and sends the call directly to your business, providing your choice of local, regional or national coverage through your toll-free name. When a prospective business customer in your market area responds to your advertising by dialing the 1-800-Shredding phone number, the call rings directly and seamlessly to the local office, right to your existing business phone line or cellular line. It's your choice.

SAVE UP TO 50% ON YOUR SIGNAGE

Tele-Name has arranged to make it easy for you to take full advantage of your vanity number in marketing. Special signage discounts are now available at a corporate rate which, in most cases, is 40% to 50% below regular rates. Now you can promote your vanity number affordably with Coroplast yard signs, colorful vinyl banners, magnetic signs for vehicles and much more. Ask your Tele-Name representative for details!

REAP THE BENEFITS OF OWNING THE 1-800-SHREDDING VANITY NUMBER FROM AS LOW AS \$182* A MONTH.

* With yearly prepay plan. \$199 if paid monthly. Usage charges are billed at 7.9 cents per minute.

“ We have been able to build our business over time utilizing the easy-to-remember vanity format with its ability to give our company instant credibility and overall marketability in our advertising campaigns. If it's a strong foundation to your company's marketing strategy that you are looking for, then a vanity number is your ultimate solution.

– Tino Fluckiger, President/CEO, 1800Shredding Inc.

Strengthen Branding

Once you have secured the rights to 1-800-Shredding, use it everywhere! It should become your front door for new customer calls, which Tele-Name will send seamlessly to your phone. Vanity numbers such as 1-800-Shredding are an absolute necessity for billboard and radio advertising as the number goes by just too quickly for the customer to respond. Place it on the signs in front of your office, banners, in direct mail pieces and in the business section of your local newspaper. Add 1-800-Shredding to your business cards, letterhead, and all your signage to get the most out of your advertising. Don't forget to use the number on your customer giveaways such as pens, calendars, keychain tags and letter openers too. And, be sure to use your vanity number on all company vehicles to turn them into memorable moving billboards.

Count on Tele-Name's Experience

As a pioneer in toll-free phone names, Tele-Name has years of experience in marketing business and professional services through memorable phone names. We welcome your questions and look forward to using our success to build your success.



WHATEVER YOUR BUSINESS,
TELE-NAME MAKES
YOU MEMORABLE.

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.com
COMMUNICATIONS

FOR MORE INFORMATION CALL
1-800-TEL NAME
OR VISIT WWW.TELENAME.COM