



VanillaSoft integrates TeleBlock® Do Not Call service in web-based Business to Consumer CRM/SFA software

NEW ORLEANS, LA (March 15th, 2005) – VanillaSoft Inc. announces its web-based sales automation solutions tailored to consumer-centric businesses including, among others, mortgage, insurance and resort development companies. VanillaSoft’s web-based sales automation solutions enable organizations in business to consumer (B2C) markets to provide products and services to potential and existing customers with no initial capital outlay.

In addition, VanillaSoft announced that it will integrate TeleBlock®, Call Compliance, Inc.’s patented Do Not Call screening and blocking system, as part of the company’s web-based sales automation platform. “VanillaSoft’s integration of web-based CRM/SFA and TeleBlock® enables clients of all sizes to cost effectively reach potential customers while managing their sales and compliance efforts, from one secure web portal, regardless of the number or location of their sales offices.” Said Mark Gray, VanillaSoft’s Vice President of Sales.

“TeleBlock’s® deployment through VanillaSoft gives us a lot of options when it comes to delivering Do Not Call compliance services,” said Dean Garfinkel, Chairman of Call Compliance. “We were the first company to provide Do Not Call blocking services via standard telephone lines, and now with relationships like this one with VanillaSoft, we’re making TeleBlock® available via sales force automation (SFA) services in a manner independent of existing telephone service,” he added.

The strategic partnership between VanillaSoft and Call Compliance will provide VanillaSoft’s clients the ability to instantly screen and block their outbound calls against all Do Not Call lists via VanillaSoft’s internet browser based technology. VanillaSoft’s powerful capabilities enable companies across the globe to gain true efficiencies in customer acquisition and sales lead programs, while ensuring absolute Do Not Call compliance.

"VanillaSoft is committed to helping its clients meet their goals and objectives through simple, effective solutions that vastly improve sales processes and results while remaining in compliance with Do Not Call rules. By integrating TeleBlock® in our technology platform, we are providing our customers the failsafe Do Not Call compliance demanded in today's heavily regulated calling environment," said Ken Murray, CEO of VanillaSoft. "Simply put, Call Compliance's TeleBlock® system enables our clients to achieve the 100% level of DNC compliance demanded under state and federal laws."

"Call Compliance takes great pride in staying on the cutting edge of technology," stated Stefan Dunigan, VP of Operations of Call Compliance. "Combining TeleBlock® with VanillaSoft's innovative sales automation solution creates the best of all possible worlds for consumer-centric businesses. This seamless integration allows any company making outbound solicitation calls to maintain the highest levels of efficiency and compliance, which is an absolute must in today's challenging and complex calling environment."

About VanillaSoft, Inc. - VanillaSoft, Inc. is a provider of web-based sales force automation service that uses patent pending Push Lead™ technology to greatly improve the productivity of sales organizations. Being in control, our customers are able to drive their sales process significantly better than users of traditional contact management solutions that offer only a handy way to store customer data. VanillaSoft gives full control and real-time insight how sales leads are handled by sales representatives through lead management, real-time monitoring, call routing, and voice recording at any location for training purposes and legal compliance, i.e. the Sarbanes-Oxley Act and all federal and state Do-Not-Call registries. Our application works with any analog, digital (TAPI) and VoIP telephone connection. For more information, please visit www.vanillasoft.com.

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About TeleBlock® - TeleBlock® is the flagship product of Call Compliance, Inc. (www.callcompliance.com), a privately held company located in Glen Cove, NY. Call Compliance, Inc. is the leader in developing innovative technological compliance solutions for the teleservices industry. TeleBlock® is recognized across the teleservices spectrum as the gold-standard in ensuring the 100% level of compliance mandated under State and Federal Do Not Call laws. Call Compliance's online Regulatory Guide^(SM) (branded by the American Teleservices Association, the American Resort Development Association, and the Newspaper Association of America) is also recognized as the industry bible for relevant and up-to-date information on state and federal telemarketing rules. For further information, call 888-674-6774.

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