



## **CTL introduces Confirm-IT™, a low-cost Virtual Assistant that automatically provides Appointment Confirmation and Reminders**

Shelton, CT. – June 17, 2008 - CTL Inc., a leading provider of traditional and next-generation computer-telephony solutions, today announced the official release of its Confirm-IT™ Product, a new calendar-based system that automatically provides Appointment Confirmation and Reminders. With this product, CTL once again demonstrates its commitment to the SMB marketplace by providing a low-cost comprehensive solution for various business applications within a wide array of vertical markets. Businesses utilizing these solutions realize numerous benefits such as; **reduced operating costs, increased profitability by eliminating no-shows, improved customer satisfaction and enhanced business efficiency and effectiveness.**

Starting from the initial design stage, Confirm-IT™ used the Simple, Affordable and Practical philosophy. "We believed it was very important for the success of the product and to our customers that the product meet these objectives" said Paul Shimko, Vice President of Business Development at CTL.

Confirm-IT™ reminds customers or patients of their appointment with a telephone call to their work, home or cell; and it can leave a message on an answering machine. Confirm-IT™ can also send a text message and/or email reminder as well. "And it is more than just an appointment reminder system" said Shimko, "Confirm-IT can build a customer database, provide a working calendar, send Happy Birthday wishes, total sales for the day and so much more. Our customers are actually using Confirm-IT™ to run their business!"

CTL released six distinct Confirm-IT™ software applications designed to accommodate numerous vertical markets. They are: **Personal Care, Animal Care, Medical Care, Leisure, Service, and Business.** Confirm-IT™ can be deployed standalone or as an adjunct solution to virtually any phone system. In addition, Confirm-IT™ can also be deployed as a software only application compatible with CTL's VoiceSupport™ Lx or NEC's DFX family of products. Confirm-IT™ is based upon the evolution of 18 years of proven software code incorporated in other CTL solutions.

Within the next 60 days, CTL intends to release **Confirm-IT2™** for customers who have an existing calendar-based product and need appointment confirmation and reminders. CTL will concurrently release **Instant Notify™**, an advanced outbound bulk dialing product.

### **About CTL Inc.**

CTL is an ISO 9001 company, which designs, develops, manufactures and distributes telecommunication solutions that focus on four distinct market segments, including Unified Communications / Messaging (UC/UM), Voice Processing / Messaging, Self-service Automation / Interactive Voice Response (IVR) and IP Telephony (IPT). CTL solutions empower small to medium businesses (SMBs) in vertical markets by giving them the flexibility to conduct business at anytime, anywhere. Some of CTL's customers include NEC, Cisco, Sprint, Mitel, Verizon Business, ShoreTel, Avaya and Inter-tel. CTL, founded in 1990 and having reached 80,000 installations, markets and distributes its products through OEM's, VAR's, System Integrators and Distributors. For more information, visit <http://www.ctlinc.com> or contact CTL's Sales Support at 1-866-296-1288 or [sales@ctlinc.com](mailto:sales@ctlinc.com).