



## CTL introduces Instant Notify™, an advanced outbound bulk dialing product

Shelton, CT. – November 26, 2008 - CTL Inc., a leading provider of traditional and next-generation computer-telephony solutions, today announced the official release of its Instant Notify Product, a new bulk outbound contact and notification system. 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, improved customer satisfaction and enhanced business efficiency and effectiveness.**

"Instant Notify is basically a pre-packaged IVR (Interactive Voice Response) system that is now affordable to the Small to Medium business sector" said Paul Shimko, Vice President of Business Development at CTL. "Traditionally IVR systems cost \$50,000 to \$100,000 but CTL's three pre-packaged solutions, Confirm-IT, Confirm-IT2 and Instant Notify are available to users in the \$5,000 to \$15,000 range" said Shimko.

Instant Notify contacts people with a telephone call, email and/or a text message and it can leave a message on an answering machine. "It's perfect for any type of business to contact a list of potential or existing customers". "The applications are endless, said Shimko.

CTL released three distinct Instant Notify software applications: **Business, Business Plus and Academic.** Instant Notify's **Business/Business Plus** packages can be used to inform customers of a new product release, overdue balances or to contact employees. It's ideal for travel agencies, political organizations, medical practices, Utility companies, retail locations and more. And the **Academic** application provides solutions for schools and educational facilities notifying parents of emergencies, early releases, cancelled soccer practice or daily truancies.

Instant Notify can be deployed standalone or as an adjunct solution to virtually any phone system. In addition, Instant Notify can also be used as a software only application compatible with CTL's VoiceSupport™ Lx or NEC's Dfx family of products. Instant Notify is based upon the evolution of 18 years of proven software code incorporated in other CTL solutions. Within the last year, CTL released **Confirm-IT and Confirm-IT2;** automatic appointment confirmation and reminder solutions.

### 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).