

News Release

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For Immediate Release

April 10, 2007

PHONETREE LAUNCHES THE FREEDOM PLAN

Churches, ministries, and other faith-based and non-profit organizations can now own PhoneTree® Congregational Messaging Systems using easy, monthly payments that disappear over time.

Winston-Salem, NC, USA – April 10 2007:

Today's launch of the PhoneTree Freedom Plan means churches, ministries, and other faith-based and non-profit (501c3) organizations now have two ways to own PhoneTree: a new, monthly, "disappearing-payments" plan, or the original single-payment special purchase with special faith-based/non-profit prices.

PhoneTree President and CEO, AJ DiBianca says, "While others tie you to perpetual monthly payments, our market research tells us there is a strong desire to own a system outright with unlimited calls and no monthly usage, per-call or overage fees. Our new Freedom Plan gives our customers the freedom to choose how to purchase our most powerful PhoneTree systems — through a traditional one-time purchase or a simple, affordable payment plan that fits virtually every budget. Either way, you'll actively engage your membership with the proven benefits of PhoneTree messaging and e-messaging — without the prospect of having to pay forever."

The PhoneTree Freedom Plan allows churches, ministries, and other faith-based or non-profit organizations to purchase a PhoneTree messaging system for a low down payment and monthly payments that later disappear — or, own a system with a one-time purchase. For example, a church can own a PhoneTree 2500 congregational messaging system for \$299 down and \$59 per month over 30 months, or with a single purchase at special faith-based/non-profit pricing. With the monthly payment plan, customers still receive the complete PhoneTree system and full maintenance agreement, including toll-free support and a no-questions-asked hardware warranty.

DiBianca says, "The PhoneTree system ships right after the initial payment is received. The customer, right away, starts experiencing the benefits and freedoms a PhoneTree messaging system provides. This is the full-featured PhoneTree system (also available via one-time purchase) with unlimited calls and combined voice/text/e-mail messaging, — and with freedom from required per-call fees and endless payments.

"Our passion at PhoneTree is to equip churches and ministries with the tools to fully Engage™ those they serve and those who serve with them. We know that fully Engaged people are more likely to serve and volunteer, pledge and promise support, attract new members, involve more than the standard 20%, and so much more.

"We know PhoneTree messaging systems allow churches and ministries to Engage their people more frequently, more effectively, and in the ways they want to be Engaged because of our combined choices of voice, e-mail, and text messaging. At the same time, PhoneTree gives freedom from the time it takes to deliver messages, relieves the burdens of recruiting volunteers, and offers many other benefits too numerous to list. With the PhoneTree Freedom Plan, churches and ministries now have the freedom to choose how they'll own PhoneTree, so they can focus on the work of ministry."

About PhoneTree

Since 1989, Personal Communication Systems has manufactured and sold high quality PhoneTree telephone messaging systems to a wide variety of organizations. PCS currently has over 45,000 systems that are being used by churches, faith-based organizations, medical and dental practices, civic organizations, libraries, schools, businesses of all sizes, and many government agencies. All PhoneTree systems are proudly designed and manufactured in the United States.

For more information, visit the company's web site at www.phonetree.com/freedom.