



FOR IMMEDIATE RELEASE

Prosodie Interactive offers Max-Route a real-time call allocation solution for the Direct Response Industry

FT. LAUDERDALE, November 20, 2009: Prosodie Interactive, Inc., located at 855 SW 78th Ave Ste 100, Plantation, FL 33324-3223, offers Max-Route

Prosodie Interactive, the leader of Interactive Voice Response (IVR) and Customer Care solutions offers, Max-Route. Max-Route encompasses an array of innovative solutions for the Direct Response industry featuring a comprehensive call routing platform which eliminates problems caused by using multiple call centers. Direct Response marketers can now allocate calls in real-time to the best performing contact centers; also report and track key performance metrics across all aspects of campaigns including media data, call center results, fulfillment information and customer service data. The reports generated are consolidated into an easy to use online dashboard that simplifies the complexity of managing the various components that are “key” to successful Direct Response campaigns.

About PROSODIE INTERACTIVE

PROSODIE develops and operates telecommunications services and IT solutions that allow customers, clients, partners and/or employees of major public and private organizations the ability to access and exchange information. In North America, PROSODIE Interactive, a regional operating unit of PROSODIE, is an industry leading Interactive Voice Response and VACD service provider working with leading multi-national organizations in USA and Canada. PROSODIE Interactive partners with clients throughout different industries such as Pharmaceutical, Financial, Retail, Collections, Direct Response Media and Advertising; the company has years of experience helping these organizations increase both the efficiency and customer experience of their Contact Centers through Automated IVR-DTMF and Speech applications, VACD and Web solutions. With a presence in France, Spain, USA and Canada, PROSODIE had 2008 consolidated revenues of 180.1 M€. For more information about Prosodie please visit www.prosodie.com. For more information about Prosodie Interactive please visit www.prosodieinteractive.com.

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