



For Additional Information Contact:

Mark Reynolds

**The Reynolds Communications Group**

847/675-8100 EX 105

[mreynolds@reynoldsgroup.com](mailto:mreynolds@reynoldsgroup.com)

## **True Conferencing Introduces New Integrated Audio and Web Conferencing for a Single Low Price**

**CHICAGO, IL, MAY 24, 2005** – True Conferencing today announced the launch of its new True Audio and Web Conferencing Service that integrates both audio and web conferencing for a single low price of 9 1/2¢ per minute per participant. This new conferencing service was developed to meet the cost, convenience and speed requirements of today's small businesses and home office workers.

The new "True Conferencing" is a high-quality conferencing service designed to be available whenever needed, for up to 50 participants, without any hidden charges or blocked calls. A free trial offer is available to those seeking to experience the "True Conferencing" difference.

"We are very excited to be able to offer True Conferencing and provide small business and home office users with reliable services, with the right features, for the right price, without any hidden charges or blocked calls," Sean Rosenthal, Marketing Manager, True Conferencing said.

"We're convinced that users will make True Conferencing their preferred service after their first experience. So for a limited time, we're inviting conferencing users to take advantage of a free trial offer to experience the "True Conferencing" difference," Rosenthal said.

True Conferencing offers a single low rate of 9 1/2¢ per minute per participant for integrated reservationless audio and web conferences. They also offer True Reserved Audio service that utilizes one-time use passcodes for increased security, but does not include web conferencing, for 9 1/2¢ per minute per participant.

To keep costs low, True Conferencing has adopted a completely online-based business model that utilizes credit card only billing to significantly reduce back office and personnel costs. To ensure premium quality service is provided True Conferencing has partnered with industry leaders for the provisioning of their audio and web conferencing services.

True Conferencing also offers security features including conference locking and unique moderator codes. Enhanced features such as archived playback and dial-out, for reaching additional participants or for having a sub conference consultation without stopping your meeting, are each available for the same low price of 9 1/2¢ per minute.

“Our research directed us to develop True Conferencing to meet the specific small business and home office worker’s conferencing needs that have been underserved by high-volume providers that concentrate on the corporate market”, said Rosenthal.

“We believe that small and home based businesses are accustomed to transacting via the Internet and are often shut out of the savings large users receive due to volume based bargaining power. True Conferencing represents an ideal source for a high quality critical business service that these businesses deserve, and we plan to continue development of new services and features to meet their needs.” Rosenthal said.

### **About True Conferencing**

True Conferencing is an Internet based provider of audio and web conferencing services that is committed to offering the right conferencing features and services for the right price. True Conferencing’s audio services are delivered over a robust infrastructure that has been continuously tested and upgraded, providing reliable conference calling for global users for nearly two decades. Their web conferencing platform has been used by enterprises, telecommunications companies, and application service providers for online meetings since 1998. Additional information about True Conferencing can be obtained by visiting <http://www.trueconferencing.com>.