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**INTERVIEWING SERVICE OF AMERICA IMPROVES EXIT
POLLING TECHNOLOGY WITH TELESAGE'S SMARTQ™
SOFTWARE**

October 29, 2003, Seattle, WA- Interviewing Service of America (ISA) has chosen TeleSage, Inc. to provide it with key telephone survey technology for a new exit polling system during the November 2003 elections, the 2004 presidential primaries, and the November 2004 general election. ISA, along with Universal Survey Research, won a joint contract in August from Edison Media Research and Mitofsky International to provide state-of-the-art technology for gathering, tabulating, and transmitting information on voter behavior for major television and newspaper media outlets. ISA selected TeleSage's SmartQ telephone survey software to gather information from precinct field interviewers and to transmit that data quickly and efficiently. SmartQ interactive voice response (IVR) technology is a market leader in providing flexible, fast, and cost-effective survey services.

Based in Van Nuys, CA with regional offices in New York, Washington, Chicago, and Dallas, ISA is a leading force in the field of survey research. The company has particularly strong capabilities in language translation and multi-cultural services. In business for over 21 years, ISA currently conducts over 500,000 surveys a year and has extensive experience working on polling procedures in numerous opinion surveys for the Los Angeles Times Poll as well as with political polls during the recent California governor race.

The new national exit polling contract replaces the old system that has been called into question over the last three years. The new system's strength, speed, and reliability constitute its primary advantages. In the new deployment, data will be gathered via two methods: periodic live caller interviews and continuous automated IVR telephone interviews. Field interviewers will continually gather information from voters in quick counts as they leave their polling stations and will call into the automated IVR system to enter election data with cell phones. The IVR system provides constant coverage, allows tallies to be calculated continuously, and can transmit updated database information to analysts every 60 to 90 seconds. Michael Halberstam, President of ISA, thinks that "TeleSage's IVR system is



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ideal because of its reliability, ease-of-use, and ability to gather large, accurate data sets quickly." The new system will assist field interviewers in relaying information as efficiently as possible. As Halberstam notes, "in the real-world of hectic field work, IVR telephone technology is the most reliable, most thoroughly tested means for transmitting sensitive data."

ISA has several years' experience with TeleSage's SmartQ IVR software. Michael Halberstam thinks that "SmartQ's most salient features are its scalability and reliability." ISA has steadily increased the number of telephone lines connected to TeleSage's IVR software. This scale and dependability are needed to transmit sensitive information easily and quickly. As Benjamin Brodey, Director of Research at TeleSage, explains: "SmartQ is in its 10th iteration and has been tested repeatedly by our own programmers, independent evaluators, and our many customers to provide robust and reliable performance that clients can depend on."

SmartQ's flexibility and cost-effectiveness are two additional important attributes. Because the SmartQ IVR system can be tailored to a client's needs, both by the number of lines offered and the features included, SmartQ has a considerable price advantage over its competitors. As Halberstam explained: "After testing many different IVR systems, we discovered that TeleSage's SmartQ software had an intuitive user interface and the flexibility that helped us to control costs and to make a more compelling, competitive bid." This price advantage helped ISA and Universal Survey Research to make a persuasive and reasonable bid for the technology contract. "We got the contract specifically because of our team's ability to offer a broad-based solution, including both custom live data gathering and IVR," Halberstam explained.

Finally, the working relationships that TeleSage builds with its clients are an important selling point. As Halberstam commented, "TeleSage's experience in market research, its responsive customer service, and its trustworthiness in delivering on its promises were essential elements in our decision." TeleSage places a premium on making its business relationships successful.

As a leader in automated telephone technology, SmartQ provides a valuable solution for the survey research field. Its reliability, ease-of-use, and affordability provide companies with a clear choice for maximizing the collection and distribution of information. ISA and TeleSage are confident



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that SmartQ will contribute to making the new exit polling system more accurate, and more reliable.

About Interviewing Service of America - Interviewing Service of America, Inc. is a survey research data collection, data processing, and multicultural information services company with headquarters in Van Nuys, CA and regional offices in New York, Washington, Chicago, and Dallas/Fort Worth. Founded in 1982, ISA is well established in the area of Computer Assisted Telephone Interviewing (CATI) and has a long list of research and corporate clients. In 1998, ISA launched its internet data collection service, which includes a variety of screening techniques and real time on-line interviewing. ISA is one of the first companies to offer multi-lingual domestic and international interviewing and translation services in literally dozens of languages and dialects

About TeleSage - TeleSage, Inc., a leader in affordable survey technology, developed SmartQ™ IVR survey software and eQ™ Web survey software with the help of National Institutes of Health innovative technology grants and capital investment from other parties. TeleSage is headquartered in Chapel Hill, NC. The company was founded in 1996 by Benjamin Brodey, M.D., M.P.H., a graduate of MIT and Harvard Medical School. A few of TeleSage's clients include ESPN, DaimlerChrysler, PricewaterhouseCoopers, ValueOptions, Rand Corporation, Adecco, United Behavioral Health, the Washington State Mental Health Division, Citigroup, and Prudential. For more information about TeleSage, Inc., call 1-866-942-8849, e-mail info@telesage.com, or visit www.telesage.com. In addition to free downloads, the Web site also offers a hands-on demonstration of the survey software.