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**Infinite Mind Sales Jump with Echopass On Demand Services**  
*Agent Scripts and outbound campaign management tools allow company  
to quickly follow up on leads*

**San Francisco, CA - (March 8, 2005)** – Sales of eyeQ™ software from Infinite Mind increased by 110 percent in six months as the result of a new on demand telemarketing solution from Echopass, the leading service provider of on demand contact center solutions. Infinite Mind markets eyeQ, a software-based interactive program designed to increase reading speed in the United States, through television infomercials, advertising, radio ads and its web site. Its contact center, which is hosted by Echopass, fields 15,000 inquiries per day.

“Echopass had the right technology for our needs,” said Steve Glick, CEO of Infinite Mind. “We considered a number of solutions, both on-premise and on-demand. Echopass’ centralized, on-demand model turned out to be the best fit. We had no up-front costs and were up and running in a few weeks. As a hosted solution, it eliminates all of the IT management concerns about database backups, hardware support and general phone and system management.

Infinite Mind credits its recent boost in sales to optimized agent productivity, helped largely through agent scripting tools and automated outbound dialing, which enables the company to follow up on new leads within 24-48 hours. The Echopass solution also allows Infinite Mind to dynamically create and manage new campaigns and calling lists with consolidated management reports.

“This is a great example of why companies are selecting our on demand services instead of trying to upgrade older systems or invest in all new telecom and data infrastructure for their contact centers,” states Terri Brown, Chief Marketing Officer for Echopass. “Infinite Mind has been a customer for over two years and it’s exciting to see the positive impact we are having on their bottom line.”

“We’re a marketing company, not a technology company,” said Glick. “As our technology partner, Echopass is very important to our success. With their solution in place, we can focus on unlocking the potential of our software to meet specific business needs.”

**About Echopass**

Echopass Corporation is the leading service provider of on demand contact center solutions for midsize businesses, departments and branches of large enterprises and outsourcers worldwide. With a wide range of flexible inbound and outbound customer contact solutions, Echopass delivers rich functionality that is easy to deploy and use. Echopass takes the pain and complexity out of implementing telephone and webbased customer contact solutions by offering a full suite of service packages on demand and delivered over the data network. With Echopass, customers enjoy the benefits of highly effective sales, marketing, and customer service communications in less time and at a lower cost than traditional, premise-based systems. Founded in 2000, Echopass is privately held, backed by top-tier venture capital firms and headquartered in San Francisco with a world-class operations center in Salt Lake City, Utah. For more information, go to [www.echopass.com](http://www.echopass.com) or call 888-622-5345.

**About Infinite Mind**

For more information about Infinite Mind, go to [www.eyeq.tv](http://www.eyeq.tv) or call 801-453-1700.