

NEWS RELEASE

For Immediate Release

Chaz Taylor Inc. Has Feature Article In OPASTCO Roundtable

The January/February 2007 edition of OPASTCO's Roundtable includes a feature article from Chaz Taylor Inc., providing a "grab bag" of new service concepts for those telcos across the country who "want to run new laps around your network this year."

"With the certainty that competition is not only coming, but here, 2007 is already giving leaders the jitters. And creative marketing ideas are the embrace that creates new fascination with the long-discovered local network," Charlene Taylor penned in her article.

With new innovative ways to do this highlighted, like treating customers as members of your fan club by giving out clever t-shirts with community images and other fun icon-community visuals when they come in for a demo and adding tech tools and gadgets to the marketing incentive mix, this article has an idea for everyone.

If you do not receive the Roundtable, but would like a copy of the article, please e-mail Sheila@chaztaylor.com.

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