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**Tele Resources, Inc. to Launch A Telemarketing Call Center Commercial**

*Tele Resources, Inc. will be launching its first telemarketing commercial during the week of the DMA 08*

DULUTH, MN, October 04, 2008 **/24-7PressRelease/** -- Tele Resources, Inc. the premier outbound only telemarketing center will be launching its first TV commercial through a partnership with the C.W. Allen group and airing through the use of Cox Communication. The premier of the telemarketing commercial will be launched during the DMA 08 conference in Las Vegas and will be airing in over 80,000 different hotel rooms throughout the area. Most of the airings will also be premiering during the morning news on the CNN networks and affiliates can be seen throughout the week of the conference.

This is a very exciting time for us," said Mark Swanson, Director of Business Development for the company, "Tele Resources, Inc., has managed to make use of almost every medium of marketing throughout the years and has also been a strong supporter of the DRTV industry. Or telemarketing work on the back end of this industry has been met with great reception, so it will be interesting to see how successful we can make the front end of this channel work for us. With nearly 12,000 in attendance and nearly all of the attendees in our target market we really could not have found a better service provider or time to launch our first telemarketing commercial."

Tele Resources, Inc. will also be in attendance at the DMA 08 supporting its telemarketing services and helping to generate interest in the commercial. "There has not been a lot of television use in the telemarketing world, it seems to be a channel that has not been readily accessible to most telemarketing call centers, thankfully a strong partnership with the C.W. Allen Group will help bridge this gap. I have seen a lot of telemarketing commercials that were launched in the 80s but as a channel it seems to have really become unused. Even some of the largest Call Centers in the country have only had limited TV exposure. Hopefully, this will be an innovative initiative for us, I feel strongly that we can make this channel work because we have been such a strong part of the DRTV world."

In addition to network airings the telemarketing commercial will also be available on Youtube and on [www.teleresources.net](http://www.teleresources.net), the companies website. Tele Resources, Inc. is hoping to see some impressive results from the ad and is also planning to spark some new interest in telemarketing call centers and their place in direct marketing.

About Tele Resources, Inc.

Tele Resources, Inc. is a 100% outbound only Telemarketing call center and the only outbound telemarketing center to be part of the INC500.