



Canadian Call Management Association

FOR IMMEDIATE RELEASE

EXTEND WINS AWARD FOR ETHICS



Grimsby, ON, September 30, 2008 - Congratulations go out to Extend Communications Inc. of Brantford, ON for winning the 2008 Tom Ryan ethics, integrity and quality Award. This prestigious honour was accepted by Scott Lyons at the 44th Annual CAM-X Convention and Trade Show held recently at the Deerhurst Resort in Huntsville, ON.

The coveted Tom Ryan Award is presented annually in memory of one of the Contact Management field's most ardent advocates, Tom Ryan - a pioneer of the Telephone Message Industry. This Industry-specific award pays homage to Companies that exhibit quality service while adhering to a mandate based on commitment to ethics and integrity above all else.

Also taken into consideration is the company's overall dedication to maintaining a cohesive working environment, practicing ongoing internal and external customer service initiatives and continuous involvement in industry and community programmes.

About CAM-X

Based in Grimsby, Ontario CAM-X is a Canadian based trade association for the Call Management industry which includes: call centres, telephone answering services, voice-mail services, telemarketing services, and other communication services. Their goal is to contribute to their members' profitability by fostering a willingness to exchange ideas, experiences and solutions while promoting the general welfare and ethical standards of the industry.

(www.camx.ca.)