



FOR IMMEDIATE RELEASE

PDL Mobility and Call Centre Wins Award for Ethics

Niagara Falls, ON, October 23, 2004 - PDL Mobility and Call Centre was awarded the prestigious **Tom Ryan Award** for Ethics, Integrity, and Quality Above All at the Canadian Call Management Association (CAM-X) in Niagara Falls, Ontario.

The selection committee, composed of business and community leaders chose Marc and Desiree Bombenon in recognition of their dedication to ethical business practices, a progressive working environment, and their contributions to the business community, volunteerism and community events. ***"We are thrilled," said Marc and Desiree. "Being recognized for such a prestigious award is an incredible honor"***.

The judges, while not involved in the call centre or answering service industry specifically, evaluate applicants based on their ongoing commitment to the delivery of quality service without sacrificing the working environment: their ongoing customer service initiatives, and just as importantly on the company's community involvement. Size of operation, revenues, technology used, or call volumes are not considered in the selection process.

Both Marc and Desiree have sat on every industry board and countless community boards, and served as President of several charitable organizations. Their list of volunteer work and event sponsorships are endless. Their customer references, when contacted commented on their ability to always reach top management, the consistent quality of service they receive, the low turnover rate of staff and the positive and enthusiastic attitude of their agents. They have been the recipient of numerous quality service awards, from both CAMX and their community, and most recently were voted one of the top employers in Calgary.

Past winners of the award include Northern Communications in 2001, Paul Lloyd of Answer Plus in 2002, and Casey Smit of RE: Messaging in 2003.

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)

About PDL

PDL Mobility & Call Centres Ltd. is an award winning organization providing wireless and call centre solutions to businesses for over 22 years.