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The eNthem Company

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Pitch Perfect: New Ownership Hits the High Notes at eNthem

Milford, Conn. — The widely publicized eNthem company, which fills a unique niche in the underserved market of on-hold messaging and personalized company music, is now marching to the beat of a different drummer. Jason Walker, the company's new owner, has given the company a much needed makeover, from the newly overhauled website and simplified order fulfillment process through the introduction of an award-winning staff of commercial composers.

“When I was offered the possibility of purchasing eNthem, I knew it was an incredible opportunity,” says Walker. “The idea behind eNthem is really a breakthrough in marketing and consumer psychology. It's a lot like the Internet of years past — very important, but under-appreciated.”

The “idea” about which Walker is speaking is on-hold messaging, a proven method that can increase caller retention rates by up to 45%, according to US West Communications. In fact, *Teleconnect Magazine* reports that up to 88% of callers prefer on-hold messaging and that up to 20% of callers will make a purchasing decision based upon the products and services they hear about while on hold.

With numbers like that, it's hard to imagine that such a valuable marketing tool would be under-appreciated, but according to *Sales & Marketing Management Magazine*, it is.

— more —

The publication, which is regarded as “the leading authority for executives in the sales and marketing field,” finds that only 4% of the average marketing budget is spent on caller retention. “Businesses spend staggering amounts of money trying to attract consumers, but they practically ignore the importance of customer retention efforts,” says Walker.

Helping companies retain clients is the driving force behind eNthem, which has been featured by National Public Radio and *Forbes Small Business* because of the unique marketing tool it offers: namely, a custom company song.

Under the guidance of Walker, eNthem now offers a complete array of musical styles as well as both male and female vocalists. Each song is full-length, professionally mixed and accompanied by full copyright ownership. “We feel like our customers should be able to use their eNthems anywhere without paying over-inflated licensing fees,” Walker says. “In addition to on-hold messaging, eNthems can be used for radio and television ads, as waiting room music, on websites — pretty much wherever a business wants to increase its branding message.”

For potential buyers of eNthems, the only question is one of effectiveness. In other words, do eNthems work? Cash Peters from NPR Marketplace seems to think so. His description of eNthems is that they are “infernally catchy” and that “the only thing that can get <one> out of your head is another <one>.” And for businesses interested in boosting marketing efforts, that’s music to the ears.

About The eNthem Company

Based in Milford, Connecticut, The eNthem Company provides a revolutionary service to build brand awareness and increase sales. To learn more and download the company’s free branding report, please visit www.enthem.com or call toll-free at 1-800-XXX-XXXX.

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