



For Immediate Release

## **Callfinity, Inc. Announces Launch of New Customer-Driven Website**

*Callfinity, Inc. announces the launch of their new website. The new design features more images and screen shots, detailed product descriptions, and a Resources section that includes white papers, industry news, telecom articles, and press releases.*

Pittsford, NY (PRWEB) February 3, 2010 — Today Callfinity Inc. announced the launch of their new customer-focused website at [www.callfinity.com](http://www.callfinity.com). Callfinity is a rapidly growing contact center and conferencing technology provider based outside of Rochester, NY. Their products and services are currently deployed at more than 300 telecommunications, media, financial services, healthcare, and public sector customers around the world.

The new site boasts stunning visuals complete with video testimonials, product screen shots, and streamlined navigation. Also included is a FAQ section for common product questions, video testimonials from existing clients, and a Resources section which includes articles, press releases, white papers, and job opportunities.

"We take customer care very seriously and it became clear to us that a new website design and additional content was necessary to satisfy the needs of our current, and potential, customers," said Jeff Valentine, President and CEO of Callfinity, Inc. "Callfinity has been growing rapidly and we continually work to innovate and improve our products and services. We knew that the next step was to overhaul the website by adding more relevant content for the contact center, conferencing, and carrier/LEC markets."

Valentine co-founded Callfinity in 1999 in Boston, Massachusetts, but moved its headquarters to Rochester, New York in 2005 because it was easier to find talented employees and labor costs were nearly 30% lower than other major metropolitan areas. Callfinity has been cash flow positive since 2003, and has recently grown top-line revenue 69% in 2006, 61% in 2007, 84% in 2008, and 75% in 2009.

### **About Callfinity®**

Callfinity provides the easiest to use telecommunications software, systems, and services to contact centers, service providers, and enterprises. Since 1999, over 300 customers in six countries around the world have selected Callfinity's on-premise equipment and hosted services. For more information about Callfinity, please visit Callfinity's Web site, [www.callfinity.com](http://www.callfinity.com). Callfinity is a registered trademark of Callfinity, Inc.

### **Callfinity, Inc. Contact:**

Callfinity, Inc.  
877-897-2962  
[info@callfinity.com](mailto:info@callfinity.com)  
[www.callfinity.com](http://www.callfinity.com)

###