

For Immediate Release

Contact: Kristen Potter, 904-483-3824

kristen.potter@keymergroup.com

**RECORDANT TECHNOLOGY TO ENHANCE PROPERTY SALES
PERFORMANCE**

The Marketing Directors, Inc. first in sector to adopt web-based audio-capture solution

Alpharetta, GA May 28, 2008 – Recordant, the sole provider of audio-capture technology, analytics and consulting solutions that generate meaningful and actionable intelligence from organizations’ direct interactions with the public, today announced that its solution is to drive enhanced sales-team performance at The Marketing Directors, Inc., a leading marketer and exclusive sales agent for residential property.

Recordant’s solution will be adopted in The Marketing Directors’ Atlanta-area residential hi-rise communities. Sales agents will wear digital Personal Recording Devices (PRDs) and record their interactions with potential buyers at the ‘Moment-of-Truth’ – the point at which they secure or lose a sale. These digital recordings will then be uploaded to Recordant’s web-based analytic engine, which scans for specific words or phrases to determine which sales techniques are most effective, allowing the construction of targeted refresher training programs and the identification and sharing of best practices, company-wide. The Marketing Directors also seeks to gain valuable consumer insight by hearing customer motivations and responses to current market conditions and promotions.

David Tufts, President of The Marketing Directors, Inc. said, “In the current residential property market it makes a great deal of sense to take steps to fine-tune the effectiveness of our sales team. Recordant’s technology represents a unique and effective way to do this through an easy-to-use web-based system and we expect it to add considerably to the already impressive skills of our sales teams.”

Chris Etter, President and Chief Executive Officer of Recordant said, “Recordant’s support for residential property sales represents something of a return to our roots in retail, after the launch of our products for army recruiters and law enforcement officers. We are delighted to work with The Marketing Directors in this way and look forward to seeing the tangible results that come from the kind of insight we can provide about the point-of-sale.”

Work will begin in June 2008. **ENDS**

Notes for Editors:

About Recordant: Recordant is the first firm to develop and market technology and consulting services that generate meaningful and actionable feedback from organizations’ face-to-face and telephonic interactions with the public. Recordant allows retail stores, automotive dealerships, car rental companies, hotel lobbies or military recruiters –indeed, anywhere where employees seek a sales or commitment decision from members of the public - to improve processes, levels of service and compliance standards while training their workforces in the very best practices. Based in Alpharetta Georgia, Recordant is a private company. www.recordant.com.

About Marketing Directors: Marketing Directors, Inc., has been the leading marketer and exclusive sales agent for residential property since 1980. The company has sold more than \$20 billion of real estate, one home at a time. From New York to Los Angeles, Boston to Florida, and New Orleans to Houston, no one knows more about residential real estate in the U.S. than Marketing Directors. From pre-selling to reselling defaulted properties, high end to low end, small space to large, Marketing Directors Inc. masters every detail and never loses sight of the ultimate objective: profitable sales for you. www.themarketingdirectorsinc.com.

#####