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### **2<sup>nd</sup> Year in a Row - Better Business Bureau Commends Rite Response** *Answering and Call Center Service Receives Award for Excellence*

**HOUSTON** (May 15, 2010)—According to the Better Business Bureau (BBB) of Greater Houston and South Texas, Rite Response Answering and Call Center Services is now considered among the area's top companies in quality, management, and service.

During the BBB's recent recognition of companies that maintain superior commitment to overall excellence, Rite Response received the 2010 Pinnacle Award – an honor given to just 28 of the 186 Award for Excellence honorees.

"We are honored that the BBB has recognized Rite Response once again – this time with its highest honor," remarked Chief Executive Officer Vonda Tackett. "It is particularly gratifying, given our business' aim to provide our clients with excellent customer-service solutions."

BBB Award for Excellence winners are selected by a panel of independent judges based on their assessments of questionnaires completed by applicants that explore each company's ethics, commitment to customers, training and sales practices, community service, complaint resolution process and other factors.

#### **About Rite Response Answering and Call Center Services**

Founded in 1987, Rite Response provides a flexible, scalable alternative to in-house answering and call center services for leading energy and Fortune 500 companies as well as hospitals, clinics and many small to midsized businesses. For more information, go to [www.riteresponse.com](http://www.riteresponse.com).

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