

## News Release

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### **World's Largest Refrigerated Cargo Carrier Deploys EasyRun's Contact Center to Maximize ROI on Marketing Investments**

*CR England Deploys EasyRun EPICenter Solution to Optimize the Company's 800 Number Services for North America*

**Monroe, CT., - July 16, 2008** – EasyRun Inc., a leader in the Contact Center communications market, today announced that CR England has installed their EPICenter product to optimize the company's contact center services. CR England is the world's largest refrigerated cargo carrier with clients that include Walmart and Pilgrim's Pride. The Company maintains 4 full time driver training schools and 25 regional offices. They recently deployed the EPICenter Contact Center solution to help them manage their driver recruitment program. The program consists of over 1000 – 800 numbers (spread across North America) that facilitate recruitment of drivers for the company. They are using the EPICenter solution to intelligently route calls and to track and manage their overall contact center recruitment process.

“When we installed the EPICenter solution we were hoping for an ROI of twelve months,” said Terry Smith, Senior Network Manager at CR England. “We were amazed when we realized a full ROI in just three months. We found the product easy to install and use and the reporting and monitoring have helped us continue to adjust our recruiting processes to save both time and money. We have EPICLite at a regional facility and EPICenter at our primary data center.”

EasyRun offers two contact center solutions, EPICenter, a full multi-media solution and EPICLite, an entry-level solution that offers a sub-set of the features of EPIC and can be easily and seamlessly upgraded to the full EPICenter solution.

“CR England is spending over 2 million dollars a year on their recruitment marketing program,” said Doron Meirum, President of EasyRun. “EPICenter allows them to optimize their contact center resources and proactively improve their business processes. We are particularly proud that they were able to realize a full ROI payback from our product in only three months.”

#### **About CR England**

For more than 85 years, the name C.R. England has stood for high quality transportation services to a growing list of satisfied, prestigious customers. Experience, integrity and a solid record of accomplishment have earned C.R. England a reputation as one of the nation's leading companies specializing in temperature-controlled transportation products. The Company was founded in 1920 and has been family owned and operated for four generations. It is headquartered in Salt Lake City, UT. and provides services throughout North America.

#### **About EasyRun**

EasyRun develops and sells the industry's most advanced, user-friendly multimedia, contact center solutions. The Company's products (which are OEM'd by leading manufactures such as 3Com) are feature rich, competitively priced, and deliver immediate organizational benefits in terms of TCO and ROI. EasyRun's entire product family offers an intuitive, user-friendly interface along with robust real-time and historical reporting capabilities. The Company has over one thousand customer installations worldwide including the Dallas Cowboys, Viacom, the U.S.

Coast Guard, National Pizza and Coca Cola. For more information on EasyRun communication solutions visit [www.EasyRun.com](http://www.EasyRun.com).

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