

TECHNOLOGY IN OUR LIVES

New Nationwide Directory Assistance Service Provides Premium Personal Support. Ⓣ

(NAPSA)—When Susan's mother had an unexpected stroke in another state, it was challenging to find care-giving assistance at a distance. On top of all the other issues surrounding dealing with an ill and elderly parent, Susan now needed to find help for her mother before she could physically be with her.

Susan had recently signed up for Infone®, a new, premium directory assistance and personal assistance service. She had found it useful for getting phone numbers and driving directions in the past. Now, without knowing where else to turn, she called Infone at 1-888-411-1111.

The operator greeted Susan by name, which was comforting given her situation. She explained to the operator that she needed a listing of in-home care-giving names and numbers in her mother's city. In a matter of minutes, the operator provided Susan a listing of several names, locations and phone numbers. What a relief! She was able to call these companies and get more information. By the next day, Susan had arranged for two different organizations to meet with her mother and provide some living assistance.

The Infone service is like no other directory assistance. Live, local operators provide the usual directory assistance services, but Infone can also help locate a destination, make a hotel or dinner reservation, find out about local events and keep track of appointments.

As Susan learned, it was a pleasant experience to be greeted

by name in an age of automation. The operator also told Susan about a way she could leave a Voice E-mail for other family members so she could provide quick and easy updates on her mother's progress. Susan simply recorded a voice message and the operator instantly e-mailed it to her extended family. This was very convenient, and hearing Susan's voice provided Susan's family a comforting personal touch during a stressful time.

"Stories like Susan's are why Infone exists; having Infone at your fingertips simplifies busy lives, saves time and makes multi-tasking a breeze," said Tim Timmins, president and chief executive of Metro One. "We provide a live service with operators who deliver personalized, valuable information. This is far more helpful than wading through a series of annoying recorded menus, as other services might have you do."

Once Susan arrived in her mother's city she again called Infone to arrange an airport shuttle. Then she used Infone to arrange for take-out dinner delivery from a local restaurant. Too bad Infone doesn't do dishes!

Last year, Metro One made Fortune magazine's list of America's 100 fastest-growing companies for the third consecutive year, ranking 20th. As of July, Infone had attracted thousands of subscribers in its first months, company officials said. To sign up for Infone or get more details, please log on to www.infone.com or call 888-411-1111.