



Active Response Media
www.activeresponsemedia.com

Active Response Media Unveils FlexScheduler to SMB Market

FlexScheduler brings Enterprise Class Features to SMB Market.

FONTANA, California— April 17th, 2007—Active Response Media today announced the product release of FlexScheduler™. “FlexScheduler is based on the DonorScheduler platform but has been redesigned to address the needs of the SMB market. Simplified communications and streamlined management interface provide a full featured online solution for medical offices, salons, and other small business that need to schedule customer appoints”, states John Ramirez, Active Response Media’s CEO.

The FlexScheduler allows customers to choose a communication method that best suits their customer base. The FlexScheduler can utilize the BroadCast DeskTop or BroadCast ScreenSaver desktop delivery platforms, email, SMS (cell phone messaging), automated voice broadcasts, direct mail or phone as the selected communication method.

Active Response Media was formed in 1998 with a single goal of improving customer relationship communication by providing cost effective innovative solutions. Active Response Media started the desktop delivery revolution with the introduction of the BroadCast ScreenSaver and the BroadCast Message System and introduced the world to ProvenView technology. With the success of the BroadCast ScreenSaver, Active Response Media expanded its services into Loyalty Programs, Scheduling Programs and added the BroadCast DeskTop series of desktop delivery software to its growing line of products.

Press Contacts:

Fred King
Active Response Media
(909) 356-1155 x302
press@activeresponsemedia.com

NOTE TO EDITORS: For additional information visit Active Response Media’s [Press Center online](#), or call Active Response Media Press Helpline at (909) 356-1155 x303.

Active Response Media, the Active Response Media logo, BroadCast ScreenSaver, BroadCast DeskTop, DonorScheduler, FlexScheduler and SchedulerElite are trademarks of Active Response Media. Other company and product names may be trademarks of their respective owners.