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**FreeConferenceCall.com CEO Dave Erickson Gives Away Up to \$50,000:
Fans Guess Brand in Innovative Viral Marketing Campaign**

LONG BEACH, Calif. -- November 25, 2014 -- FreeConferenceCall.com recently launched a new marketing trend showcasing its brand in a month-long video campaign that gained more than a million views and turned into a viral Internet sensation. The company's creative online campaign garnered attention from media and celebrities -- all without ever mentioning the company's name.

Rather than feature the household brand name throughout the campaign, the company encouraged people to pay attention to clues, which varied from subtle to more obvious and were showcased on WhatBrandIsIt.com.

The video clues, which had fans guessing to win up to \$50,000, culminated with the final reveal video. One lucky sweepstakes entrant will win up to \$25,000.

"I wanted to involve the public socially with our fast-growing interactive brand," said Dave Erickson, FreeConferenceCall.com CEO, who will announce the winners in early December. "The reaction was monumental towards building brand equity and awareness.

"Our highly innovative service offers high accessibility for the masses to communicate how they want when they want. We have grown almost solely by word of mouth and our intent was to make a statement about what we stand for: Freely Communicating For Free," said Erickson.

The CEO of the privately held conferencing provider FreeConferenceCall.com and his team have been providing services for millions of people in almost every country since 2001. The company's seamless teleconferencing service has successfully become a household name without a big spend on advertising – until now. Clients include teachers, clergy, entrepreneurs and campaign offices for President Obama. The company recently announced its expanding corporate growth strategy to reach more enterprise customers around the globe.

With placements on Howard Stern's SIRIUS radio show, inventive videos for YouTube and an activation at Just Jared's Halloween bash, the campaign went viral; thousands of people guessed the FreeConferenceCall.com brand correctly prior to the official end of the contest at midnight November, 21, 2014. SweepstakesPro has started randomly selecting 50 winners to win \$500 each and verifying one lucky winner who will take home the \$25,000 Grand Prize.

For more information or to interview Dave Erickson, CEO of FreeConferenceCall.com or the creative team from Small Ax, Inc. or Playtap Media, llc. contact Katelin Morris at kmorris@freeconferencecall.com

About FreeConferenceCall.com

FreeConferenceCall.com, the largest privately held conferencing provider in the United States, provides conference calling services to over 20 million callers a month. The company's reliable, high quality, reservation-less audio conferencing service is used to connect over 200 million calls a year around the world. FreeConferenceCall.com's pioneering all-digital network is built on proprietary media servers. A major milestone for FreeConferenceCall.com took place during the 2008 U.S. Presidential Election, when both President Obama and Senator McCain's campaigns chose FreeConferenceCall.com to communicate with their supporters nationwide. StartMeeting (www.StartMeeting.com) is the new service from the creators of FreeConferenceCall.com. StartMeeting combines real-time desktop sharing with integrated audio conferencing, offering state of the art features such as meeting recording and a customizable Meeting Wall. This innovative and robust audio and web conferencing service is priced significantly less than similar services. FreeConferenceCall.com was founded in 2001 and is based in Long Beach, California.