

For Immediate Release

**Meineke Car Care Centers Leverage Telmetrics Call Measurement
for Advertising Visibility and Lead Generation Insights**

*Ad Performance Data from Telmetrics Call Tracking Solutions
Helps National Advertiser Optimize Media Spend and Increase ROI*

TORONTO, June 28, 2010 – To increase ad campaign performance visibility, Meineke Car Care Centers, Inc., a leader in franchised automotive services, is using [Telmetrics](#), the leading provider of advertising [call measurement solutions](#), to track the consumer calls generated by its national and local direct response advertising campaigns.

With 900 locations in the U.S. and Canada, Meineke Car Care Centers advertises across various traditional and digital media channels to drive calls to local franchisees. Through Telmetrics' call tracking, Meineke Car Care Centers can measure an individual ad's performance based on the telephone calls made to a unique call tracking number in the ad. The resulting real-time data identifies which advertising programs are generating the most calls from consumers and allows Meineke Car Care Centers to optimize their ad spend accordingly.

"Telmetrics offers high quality call measurement tools that are integral to our direct response measurement efforts and deliver actionable lead generation data," said John Vitagliano, vice president of marketing, Meineke Car Care Centers. "Knowing how well our ad programs are performing is critical as it helps us target the media and geographic areas that generate revenue and increase our advertising ROI."

Telmetrics' call measurement solutions offer Meineke Car Care Centers detailed call tracking reports showing an ad's reach, including which ad mediums are delivering the most leads, which markets have the highest response rates, the callers' demographic profiles and the dates and times with the heaviest call volume.

"We are pleased to support Meineke's direct response advertising campaigns, as they are a leading national advertiser that recognizes the value of performance measurement," said Bill Dinan, president, Telmetrics. "Call measurement gives Meineke

the advertising intelligence they need to increase consumer ad response and drive leads and revenue for their franchisees.”

About Telmetrics, Inc.

Since 1990, media publishers, agencies and marketers have relied on [Telmetrics](#) to provide innovative [call tracking solutions](#) to help maximize the effectiveness of their marketing programs and increase revenues. Telmetrics offers the widest North American local number coverage with unmatched industry experience and quality of service, and scalable pay per call and subscription-based solutions to support enterprise-level measurement programs. Integrated reporting across online and offline channels provides publishers with the tools they need to prove value for traditional and digital mediums; while offering marketers a more complete ROI picture across converging media. For more information, visit www.telmetrics.com.

ABOUT MEINEKE CAR CARE CENTERS

Beginning in 1972, [Meineke Car Care Centers](#), Inc. has expanded its menu of product offerings to meet the demands of a changing marketplace. In 1986, the chain relocated from Houston, TX to Charlotte, NC. Demonstrating steady growth, both domestically and internationally with locations in [Canada](#), Mexico, Puerto Rico, South America, Saudi Arabia, South Korea and China, Meineke now represents over 900 franchised service centers, with an additional 100 licenses sold and in development. The American Association of Franchisees and Dealers recognized Meineke as its Franchisee of the Year and Meineke regularly appears in Entrepreneur Magazine’s Annual Franchise 500, a list of the 500 best franchise opportunities in America.

#

Media Contact: Jennifer Mirabile
Young & Associates
jenniferm@yapr.com
724-772-2038