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PRESS RELEASE

Blackfoot - Most Innovative Solutions Award from Speech Technology Magazine

October, 2003 Missoula, Mont – Speech Technology Magazine (STM) recently recognized companies using creative speech-service applications. STM recognized solutions that have impacted organizations in ways that are innovative and unique. These solutions are changing the way companies do business and proving that speech will play a major role in enhancing a company's customer service, marketing and sales strategies. From a speech-enabled automated banking machine to a customer service portal to corporate dialing systems, these solutions are empowering organizations in innovative ways. Many of these companies discussed their thoughts about using speech solutions in New York City, NY this fall. Award recipients include: Blackfoot Telephone, AT&T Automated Help Desk, Ford, Microsoft, BBC Technology, Bell Canada, Cellcom, CIBC, Davey Tree, Domino's Pizza, Dymo, Lloyds TSB, Mashreqbank, Property24, Ramapo Radiology Associates, Rogers AT&T Wireless, Samsung, SingPost, Thrifty Rent-A-Car, Ticketmaster, Time Customer Service.

In February, Blackfoot Telephone launched Telelogue's Voice Directory Assistance (VDA) to provide 411 services to its customers, featuring live operator services when needed. The VDA completes the caller's request by reading out the listing number and providing an automated option for call completion. When a request is completed using VDA there is no human operator involved. Calls that are not fully automated are handed off to a live operator who receives a screen pop of any information the caller said, including city and state.

According to Michelle Rush of Blackfoot: "Our company chose to implement a speech application because there are significant cost advantages and efficiencies to an automated service. Telelogue has achieved a product which personalizes the service in such a manner that most customers do not realize they are speaking with a mechanized system. Telelogue's VDA has handled more than 50,000 Blackfoot listing requests and has fulfilled 56 percent of all requests using the automated system ."

"We are already seeing the benefits that the VDA performance brings to our customers," stated Rob Ferris, Vice President of Sales and Marketing for Blackfoot. "We look forward to rolling out the next phase of our automation plan with Telelogue."

"We are excited and encouraged by the Blackfoot performance, which signifies the highest automation rate for DA ever reported by a carrier for an implemented system," said Robert W. Burke, Telelogue's CEO. "We expect the automation rate to improve as we methodically enhance VDA performance, even without increasing dialogue levels. In addition, we will soon roll out other roadmap features upon general availability including automation of Spanish requests, requests for Canadian listings, reverse lookups and address requests."

About Blackfoot Telecommunications Group

Named after the Blackfoot River running through much of the territory it serves, the Blackfoot (Blackfoot) Telecommunications Group was originally established in 1954 as Blackfoot Telephone Cooperative. Blackfoot offers state-of-the-art telecommunications, Internet and data solutions to customers in Missoula and throughout Montana and Idaho. Headquartered in Missoula, Montana, Blackfoot employs more than 165 Montanans. Blackfoot can be reached at 406-541-5000 or through its web site at <http://www.blackfoot.com>.

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