

RUBY RECEPTIONISTS

PRESS RELEASE



For immediate release – media contacts listed at the end of this announcement

RUBY RECEPTIONISTS REPORTS INCREASED REVENUES, RAPID GROWTH

PORTLAND, Oregon – April 10, 2012 – Ruby Receptionists, a leading provider of [live virtual receptionist services](#), announced financial results for its fiscal 2012 first quarter ending March 31, 2012. The company reported a 47.4% increase over 1st quarter results from last year (\$1.74 million compared to \$1.12 million). Management attributes the company's revenue growth to a 14.3% increase in the overall number of clients, as well as a 3.5% jump in call volume per client across the country — a positive indicator of a recovering economy. In 2011, the company posted a record \$5.22 million in revenue, which represented a 32.5% increase over 2010 figures.

Ruby Receptionists, which provides live virtual receptionist services to 1,500 businesses and entrepreneurs in 49 states, also created new jobs for the local economy, adding 16 new employees and increasing its workforce by 23% during the 2012 first quarter. The new hires are filling roles all throughout the company including receptionists, management, sales and marketing, client services, and operations. Each new employee, regardless of his or her position, participates in Ruby's [proprietary customer experience training](#) that supports the company's overall goal of fostering personal connections in today's virtual world.

"Ruby's dramatic growth comes from our unique ability to help businesses develop meaningful relationships with their customers, in spite of the inherently impersonal nature of today's technology-driven world," said Jill Nelson, Ruby Receptionists Founder and CEO. "Our friendly, professional receptionists provide a much appreciated respite from the impersonal voicemail, pre-recorded menus and other examples of poor customer service that have become the norm in recent years."

Ruby, which moved into new office space in the Pearl District's Lovejoy Building in May 2011, is planning an expansion into adjacent office space to accommodate recent growth. Founded in 2003 with a cashed-in 401(k) and SBA loan, Ruby has ranked as one of the *Portland Business Journal's* fastest growing Oregon companies for four consecutive years.

About Ruby Receptionists

Harkening back to an era when every call to an office was answered by a friendly receptionist, Ruby Receptionists provides personalized live, virtual receptionist service to small businesses and professionals throughout North America. Ruby leverages proprietary technology and its people live four Core Values – "Foster Happiness," "Practice WOWism,"

“Create Community,” and “Innovate” – to deliver its unique vision for customer experience. Founded by Jill Nelson in 2003, Ruby Receptionists was named one of the “100 Best Companies to Work for in Oregon” in 2010, 2011, and 2012 (Source: Oregon Business) and has ranked as one of Oregon’s fastest growing companies for four consecutive years (Source: Portland Business Journal). For more information about Ruby Receptionists, visit www.callruby.com.

Media Contacts:

Kevin Gillam
Ruby Receptionists
866-611-7829
kgillam@callruby.com

Monica Spoelstra Metz
Anthology PR
(503) 282-2600
monica@anthologypr.com

