



## Virtual-Agent Services Roadside Drives Away with A New Name

### Roadside Protect for all your Travel Security Needs

Schaumburg, IL (January 23, 2003) -- Virtual-Agent Services (VAS) Roadside, high quality provider of private label and co-branded roadside services, announced today that it has a new name. The company, which recently celebrated its one-millionth roadside assistance dispatch for such clients as GE Financial Assurance, Mobil Travel Guide, MapQuest and FreeTrip.com, will now operate as "Roadside Protect."

Roadside Protect presents a unique, ala carte approach to roadside assistance by offering travel security services on an as-needed basis instead of requiring consumers to purchase a year long plan. A single toll-free number gives customers access to a multitude of benefits including towing, vehicle jump start, fuel delivery, tire changing, vehicle winching, and locksmith services.

"Roadside Protect is a better description of what we do, hence the name change," said Roadside Protect President Dean Raschke, in making the announcement. "Because Roadside Protect delivers 24/7 dispatching services, we give clients and their customers confidence that they will get assistance with those problems that develop when they least expect them and need us most. In addition, offering unbundled services is extremely helpful for those who don't travel often, but want peace of mind when they do. Our contact center agents are skillfully trained to handle any type of inquiry or disablement and dispatch dependable assistance, wherever and whenever the customer needs it. In addition, customized programs allow our clients to present value-added benefits to their customers that might otherwise not be available."

Roadside Protect also offers concierge services including making restaurant reservations and locating hotels along a driver's route. Roadside Protect agents, part of the Virtual-Agent Services award-winning Distributed Workforce network, have earned top marks from clients for their friendliness and competence - important qualities whether they are helping distressed drivers or travelers just looking for a bite to eat.

"Providing high quality service along with the protection and security of our roadside programs is our number one priority," said Raschke. "Knowing that their child is covered should the car break down on their way to Miami for Spring Break could be all a parent needs to rest easy... at least until they hear about the festivities upon their son or daughter's return!"

For more information about Roadside Protect or to obtain trip-based roadside assistance, visit [www.roadsideprotect.com](http://www.roadsideprotect.com).

*Virtual-Agent Services Roadside dba **Roadside Protect** ([www.roadsideprotect.com](http://www.roadsideprotect.com)), a privately held Illinois corporation, provides Roadside Assistance and Trip Planning services both independently and through strategic private label partnerships. Roadside Protect is affiliated with Virtual-Agent Services, a leading provider of high quality contact center services, and TravelCLICK, Inc., the nation's largest provider of revenue management information and electronic media advertising to the travel industry. These three companies have organized to form a powerful presence in the travel Industry.*