

RUBY RECEPTIONISTS
PRESS RELEASE



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

RUBY RECEPTIONISTS DEBUTS SABBATICAL PROGRAM

Virtual Receptionist Service's Core Value of "Foster Happiness" Drives New Employee Perk

PORTLAND, Oregon – February 1, 2012 – Ruby Receptionists, a leading provider of [live virtual receptionist services](#), is launching its new employee sabbatical program, "Five at Five." The new program, which takes its inspiration from one of the company's four Core Values, "Foster Happiness," will offer employees a paid, five-week sabbatical upon five years of employment with the firm. Eleven of Ruby's 70 current employees will become eligible for sabbatical this year.

In order to prepare for their paid sabbaticals, Ruby Receptionists employees will receive an individual coaching session with Dr. Robert Biswas-Diener, CMC, a world-renowned positive psychology expert and author who is a leading authority on strengths, culture, courage, and happiness. Ruby will also fund \$1,000 grants that employees can apply for and use for the activities, travel or education they plan to pursue while on sabbatical.

"Our virtual receptionists spend their entire work day making our clients happy by providing excellent customer service and making meaningful connections in a virtual world," says Ruby Receptionists founder Jill Nelson. "Our new sabbatical program is just another example of how our core value of 'Fostering Happiness' applies to both our clients and our employees. We're thrilled to be able to offer our employees time to recharge — and to pursue a dream or activity that makes them deeply happy."

Paid sabbatical programs, which are most often associated with global organizations and academic institutions, aren't typically offered at smaller firms. Ruby's program is believed to be one of the first among other companies offering phone-based support, [such as call centers and answering services](#). Nelson believes the new sabbatical program will help support Ruby's already high employee retention rate while also fostering workplace satisfaction and creativity.

In addition to Fostering Happiness, Ruby's core values are: Practice WOWism, Create Community and Innovate. For more information about Ruby's Core Values, please visit: www.callruby.com/our-story.html.

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 of customer service. 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

