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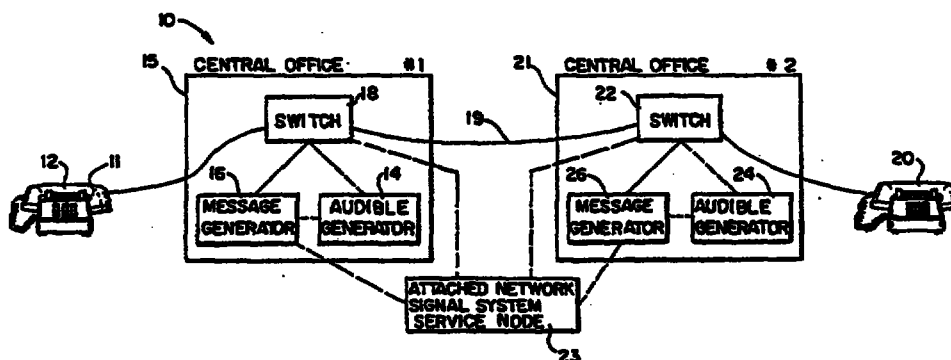


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(54) Title: IMPROVED COMMUNICATIONS MARKETING SYSTEM



(57) Abstract

A communications marketing system (10) for selectively modifying an existing communications network by modifying a portion of the processing software permits transmitting a generally continuous pre-recorded announcement to a network station (12) which has been temporarily disconnected from a called network station (20) and placed on hold. The network allows an identified called station connected to a first call from a first party at a first network address to receive a second call from a second party at a second network address. The network interrupts the called station and signals the called station of the second call. The called station can then choose to connect to the second call and temporarily disconnect the first party, placing the first party on hold and thereafter the called station may switch between the first and second calls. The system plays at least one announcement to the party placed on hold by the called station until the called station signals to reconnect to the party on hold, at which time the playing of the announcement is terminated. The system further provides a custom audio and/or visual message and/or menu in lieu of a dial tone signal to a party initiating a connection with the network.

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