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## **Purple Communications Enters New Era, Unveils #PurpleTruth Campaign**

*New initiative aims to redefine how VRS providers operate, combines with regional approach to provide deaf community with personalized, genuine customer service and VRS*

Rocklin, Calif., June 23, 2015 — Purple Communications, Inc., a leading provider of innovative communications and an advocate for the deaf community and hard of hearing, today launched Purple Truth—a genuine, open approach to providing Video Relay Service (VRS) to the deaf community.

“We pride ourselves on being true—to our users, to our employees and to the larger deaf community,” said Bob Rae, president and CEO of Purple Communications. “Purple is a community of people who live and breathe ASL; we know how important video relay is to someone who is deaf. We have a passion for raising the standard in VRS for everyone in the deaf community. That’s the Purple Truth! And we’re determined to bring that truth to light in everything we do, from our interpreters to our customer care to our sales teams. Together with our customers and colleagues, we can shape what the future will look like for all of us.”

As part of Purple Truth, Purple Communications is introducing a new regional customer service approach that provides the deaf and hard-of-hearing community with an even more personalized experience. Customers around the country will now have easy access to a Purple representative who intimately knows the local community and its needs.

Additionally, the campaign reaffirms Purple’s leadership position in the recruitment and employment of world-class ASL interpreters. Uncommon in the industry, Purple is committed to providing its users with deaf-approved ASL interpreters who are well-versed in the culture and have a deep command of the language. Through the Purple Truth campaign, Purple will spotlight interpreters so the users can get to know a few familiar faces.

“Our interpreters embody what Purple Truth is all about—they treat each and every call with priority, respect and care,” said Mark Bella, vice president of sales at Purple Communications. “Whether it’s a job interview, a call with a doctor or a simple conversation with a friend, Purple interpreters are clear, accurate and reliable. They’re not only skilled in sign language, but they are also thoughtful in their delivery. That’s because they care about their craft and know how much video relay means to the deaf community.”

Through the #PurpleTruth hashtag, Purple will unveil a series of videos coupled with other social media content that offers a closer look at its people, technology and culture. Purple users will have an opportunity to share their own stories through Facebook, Twitter and Instagram with the #PurpleTruth hashtag.

“At Purple, we are ready to live our truth. We invite everyone to join us as the most exciting days are up ahead. Share your journey with us and the larger Purple community,” continued Bella.

To view the first video and for more information on Purple Truth, visit [www.PurpleTruth.us](http://www.PurpleTruth.us). Search #PurpleTruth on Twitter, Facebook, Instagram and other social media to join the conversation and learn what Purple Truth means to others.

**About Purple Communications, Inc.**

Purple Communications provides high-quality video relay service (VRS) available from multiple platforms – TV, desktop, laptop, tablet and smartphone. VRS is a free service for deaf and hard-of-hearing customers who use sign language to communicate via video conference and a video interpreter (VI). The VI voices/relays the signed conversation in real-time to both deaf and hearing individuals.

Purple’s portfolio of solutions spans across telephone captioning services, on-site interpreting services and video relay interpreting (VRI) delivering a wide array of options to meet the varied communication needs of businesses and customers, collectively make communicating with both the deaf world and the hearing world accessible to all. For more information, visit [www.purple.us](http://www.purple.us).

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