

July 20th 2010



## Callcap to support Conor Daly

It was announced today that [Callcap](#), the preeminent call capture, call tracking, call evaluation and reporting service in North America, would support Conor Daly's racing activities for the remainder of the 2010 racing season and beyond. It will be Callcap's first time to use motorsports as part of their marketing program, and they believe that the Star Mazda platform with Conor Daly is the ideal starting point. "We are a growing business with a desire for more people to know about us. Conor is a great ambassador for our company and the sport, not just because of his on-track success, but also because of the ultra-professional way he handles himself. We look forward to a long term relationship with him and the sport." said Sunny Smith, CEO of Callcap.

"For me it's ultra-important that we can build our business relationships, because we have some lofty motorsport goals in the years to come. It will be a pleasure for me to represent Callcap" said Conor.

[Callcap](#) was founded in 2001 as the first call measurement company to provide real-time complete caller data while including a recording of the phone call. In 2004, Callcap paved the way for call evaluation services with its ListenCenter technology, and, in 2006, established Callsurance as the only

real-time call evaluation service offered by a call measurement company.

After seven races Daly, who drives for Juncos Racing, currently leads the 2010 Formula Star Mazda Championship presented by Goodyear. He scored a record equalling four consecutive wins along the way.

In 2009 Daly finished third in the Formula Star Mazda Championship presented by Goodyear as a member of the *MAZDASPEED* driver development ladder system. In 2008 he won the British Walter Hayes Formula Ford Trophy in England for Team USA, the Ontario Formula Ford Rookie of the Year title and the Mazda Skip Barber National Championship. Daly is sponsored by: *INDECK*, The College Network, Callcap, Merchant Services LTD and Tom Lange Company with additional support from; St. Vincent Sports Performance, Alpinestars, Electric eyewear and Arai helmets.

For more information please view:

[www.conordaly.net](http://www.conordaly.net)

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NETWORK

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St. Vincent  
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