



Elephant Group Launches Liberty Home Protection

Featuring an assortment of value-added home warranty plans to meet homeowner's needs and pricing concerns, now offering customized home warranty plans for every level of consumer. They have the plan, the coverage and the know-how to fit your needs both regionally and nationally.

Fort Lauderdale, FL (PRWEB) October 18, 2006 -- Elephant Group, Inc., a pioneer and leader in Performance Based Marketing is pleased to announce the launch of its latest addition to its portfolio of brands, Liberty Home Protection [www.libertyhomeprotection.com] now serving 47 states; LHP includes over 30,000 dealers, contractors and service agencies. LHP utilizes only the very best pre-screened and closely monitored service professionals.

Jeremy Brooks, Executive Vice President of LHP said, "At Liberty Home Protection, we provide quality work, cost effectiveness, and responsiveness with a service plan paired with our customers specific needs. LHP is a national home warranty product line that is comprised of an assortment of value-added home warranties plans to meet individual needs and pricing concerns of homeowners."

Specializing in providing options for custom designed protection plans; LHP offers five plans to cover the various categories of home appliances and systems, even offering a Home Office Plan.

Offering specially designed protection plans, combined with efficient customer service representatives, LHP creates the best team collaboration to allow them to focus more proactively on what is most important -- delivering superior service.

Benny Aboud, CEO of LHP said, "Our clients are those seeking a valuable warranty service to honestly deal with the problems they've agreed to cover, with the least hassles. We offer a quality service and the peace of mind of knowing that there is customer service available 24/7/365 days a year."

About The Elephant Group: "The Right Strategies for the Right Products"

The Elephant Group is the marketing arm for many of the top companies such as Cingular, Motorola, SONY, NOKIA, HBO®, EchoStar, Showtime and Comcast; selling a wide range of products such as cell phones, satellites, credit cards, home warranty, continuity programs and more. The Elephant Group generates over 70,000 unique sales per month for its clients, reaching over 30 million home owners on a monthly basis via TV, Direct Mail, Insert Media, WEB, Catalog and various direct-to-consumer channels. With a monthly advertising budget in the millions of dollars, Elephant Group ranks as one of the largest Direct Marketers in the U.S. Elephant Groups' Performance-Based Marketing System is the quintessential direct to consumer marketing program. We minimize our clients' marketing risks through absorbing the initial marketing costs, thus clients pay only for completed acquisitions of new customers or sales.

Elephant Group is an Affirmative Action/Equal Opportunity Employer, and we're committed to hiring a diverse and talented workforce. EOE/AA/M/F/D/V.



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