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FOR IMMEDIATE RELEASE

24-7 INtouch CEO Greg Fettes to Speak at CAM-X Annual Convention and Trade Show

TORONTO, Ontario. August 21st, 2007 – 24-7 INtouch, a leading multi-channel contact center outsourcer, is set to be well represented at the Canadian Management Association (CAM-X) 43rd Annual Convention and Trade Show held in St. John's, Newfoundland during October 16th - 19th. CAM-X, a trade association for providers of contact center services, hosts these yearly conventions to recognize industry members, and to allow them to educate each other on current trends and best practices.

Greg Fettes, President & CEO of 24-7 INtouch, is scheduled to speak and share his knowledge at the convention during sessions held on October 18th on the topic, "Lead Don't Follow: Connecting with clients in the new era of Internet marketing." He will address the changes and new issues that are revolutionizing the marketing landscape for contact center professionals. He will discuss innovative methods companies can use to engage their target market and how to leverage the Internet to gain new business.

"CAM-X is a great contributor to the contact center industry, effectively benchmarking quality standards within it," says Fettes. "Having the opportunity to speak at one of their hosted conventions is an extreme honour for myself and 24-7 INtouch. I'm excited to share my experiences and observations on how to succeed in today's environment."

"This annual convention provides industry members the chance to share their resources," says CAM-X Executive Director Linda Osip. "This is a good opportunity for companies to network, socialize, educate, and most importantly, learn from each other."

Over the past five consecutive years, CAM-X has awarded 24-7 INtouch with their prestigious Call Center Awards of Excellence and Distinction. Maintaining their consistency in quality and success, 24-7 INtouch is a perfect candidate to share their insight to industry members, and serves as a prime example of how to effectively execute in the new Internet marketing era.

About 24-7 INtouch

24-7 INtouch (www.24-7intouch.com) is a multi-channel call center outsourcing company that provides practical and affordable customer relationship management solutions across various industries. Using the most advanced technology in the industry and Certified Sales and Customer Service Representatives, 24-7 INtouch is dedicated to helping clients increase their sales and strengthen their customer service. Currently, the company's primary products are the outsourcing of inbound call center services and live online customer support solutions such as Live Web Chat.

About CAM-X

CAM-X is a Canadian based trade Association for the Call Management industry which includes: call centers, telephone answering services, voicemail services, telemarketing services, and other communication services. Their goal is to contribute to their members' profitability by fostering a willingness to exchange ideas, experiences and solutions while promoting the general welfare and ethical standards of the industry. (www.camx.ca)