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FOR IMMEDIATE RELEASE

24-7 INtouch Announces New Site Director of Winnipeg Contact Center Facility

TORONTO, Ontario. February 18th, 2008 – 24-7 INtouch, a leading multi-channel contact center outsourcer, last month appointed Charmaine Mills as the Site Director of the company's Winnipeg, Manitoba contact center facility. An operations veteran with an extensive background in contact center management, Mills possesses the ideal combination of both tangible skills and experience.

Prior to joining 24-7 INtouch, Mills served as a contact center manager for Air Canada, where she was instrumental in establishing and enforcing efficient operational processes, in order to meet and exceed standards. More recently, Mills was as an Account Manger with another Manitoba outsourcing contact center, where she gained direct experience related to the industry and environment. Also in November 2007, the Manitoba Contact Center Association honored Mills at their Mecca Awards, as Call Center Manger of the Year.

"In order to maintain the consistency of quality at our newest contact center facility in Winnipeg, we needed a site director who had the skills and experience relative to our industry," says Patricia Fraser Vice President of Operations at 24-7 INtouch. "Charmaine is the perfect candidate, who will help us control and enhance our operations as we continue to grow."

"Charmaine will excel in this role because of her direct experience with both our industry and managing a busy contact center environment," says Michael Embury, Director of Human Resources & Training at 24-7 INtouch. "Her talent and skills are also impressive, but above all, her personable character and working demeanor makes her an asset."

As Site Director of the Winnipeg contact center, Mills oversees the entire Winnipeg facility, providing leadership and support to team leaders and managers. She will ensure processes and operations remain efficient, to consistently meet and surpass quality service levels.

About 24-7 INtouch

24-7 INtouch (www.24-7intouch.com) is a multi-channel contact 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.