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FOR IMMEDIATE RELEASE

24-7 INtouch Launches Industry Blog for Outsourcing Community

TORONTO, Ontario. August 28th, 2007 – 24-7 INtouch, a leading multi-channel contact center outsourcer, has launched The Contact Center Blog (www.thecontactcenterblog.com) that focuses around news and current trends in the contact center industry. The intent of the Blog is not to promote 24-7 INtouch and its brand, but instead to generate ideas, thoughts, and conversation relating to the industry. Drawing on numerous industry members to openly share their corporate experiences and opinions will help achieve this.

Greg Fettes, President & CEO of 24-7 INtouch, will be one of the main contributing authors to The Contact Center Blog. Fettes encourages readers to openly participate and comment on the Blog, to enhance and promote the quality of honest communication. "We hope to encourage discussion on relevant, interesting and perhaps some even light-hearted issues surrounding the contact center industry," says Fettes. "Building an interactive community can empower its members to make positive contributions to the industry and its overall direction."

In addition to the 24-7 INtouch group of authors, Fettes invites guest authors to periodically contribute as well to ensure that conversations reflect the ideas and thoughts of the entire industry. Fettes states, "The general idea was to create a Blog where people who are stakeholders in contact center outsourcing companies, whether it be clients, suppliers, partners, or even outsourcers themselves can have open discussions on all things contact center."

Another main contributor to the Blog will be Maya Kotecha, Director of Marketing & Corporate Strategy for 24-7 INtouch. "I'm excited to share my thoughts and hopefully start some much needed conversations about sales, marketing, and strategy in our industry," says Kotecha. "I look forward to the open two way interaction, where anyone and everyone can contribute to the pool of industry knowledge by drawing on their own experiences."

The Contact Center Blog is a reflection of the contact center industry and will become a platform to communicate, contribute and influence the industry. Community members can participate by commenting on posts by the authors, openly discussing whether in agreement or disagreement. To have an even greater impact, inquire about being a guest author by emailing thecontactcenterblog@24-7intouch.com.

To learn about the blogging policy visit
www.thecontactcenterblog.com/main/blogging_policy.html

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.