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FOR IMMEDIATE RELEASE

24-7 INtouch Wins Sixth Consecutive CAM-X Call Center Award of Distinction

TORONTO, Ontario. December 17th, 2007 – 24-7 INtouch, a leading multi-channel contact center outsourcer was honored with the Canadian Call Management Association (CAM-X) 2007 Award of Distinction for the sixth consecutive year, at the 43rd Annual Convention recently held in St. John's, NL. CAM-X is the industry's trade association for providers of call center services, which includes inbound order taking, help desk and web enabled customer assistance.

The Call Center Award of Distinction was created in response to requests by call centers, for a tool that can measure the skills of their professional call center agents. After six months of testing, an independent panel of judges scores call-handling skills for "enhanced service" applications, focusing attention on customer relationship management (CRM), courtesy, etiquette, the use of proper call techniques, response time and accuracy; the cornerstones of the Call Management Industry.

"CAM-X is important to our industry, as they help set quality standards and expectations among call centers," says Greg Fettes, President and CEO of 24-7 INtouch. "Being recognized for the sixth consecutive year displays our consistency and commitment to quality and reliability. We strive to maintain this standard as we grow, while constantly looking for ways to improve."

"The Call Center Award of Distinction recognizes those companies that have achieved best practice standards for complex Call Center applications. These include e-Commerce, call flow scripting, and process driven operations," says CAM-X president Michael Leibowitz. "The Canadian Call Management Association congratulates the management and staff of 24-7 INtouch for their significant achievement."

24-7 INtouch continues to add on to their list of awards and achievements. While growing and expanding as a contact center, the company maintains dedication to providing reliable services and solutions. CAM-X standards confirm this reputation, and displays 24-7 INtouch's commitment to quality and excellence.

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)