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FOR IMMEDIATE RELEASE

24-7 INtouch Wins Call Center Award of Distinction for 5th Straight Year

TORONTO, Ontario. July 21st, 2008 – 24-7 INtouch, a leading multi-channel contact center outsourcer was honored with the prestigious 2008 Call Center of Distinction Award for the fifth year in a row by the Association of Teleservices International (ATSI). Awards were presented last month at ATSI's 2008 Annual Convention held at the Hyatt Regency Hotel, in St Louis, MO.

The Call Center Award of Distinction was created in response to overwhelming requests by call centers across North America for a tool which could be used to measure the skills of their profession. The award is based on a program that provides independent testing for quality assurance in customer service. After six months of testing, a panel of judges scored call-handling skills for enhanced service, applications, focusing attention on customer relationship management (CRM), courtesy, etiquette, the use of proper call techniques, and response time and accuracy, all of which are the cornerstones of the Call Center industry.

"We are very pleased and honored to receive the Call Center Award of Distinction for our fifth straight year," says Maya Kotecha, Director of Marketing and Corporate Strategy. "ATSI helps set the standards amongst the Call Center industry. It is important for us to consistently meet these standards as we continue to grow. Being recognized for this award truly shows our commitment to being a complete contact center."

"The Award of Distinction is a 'mystery shopper' program that provides independent testing for quality assurance in customer service levels" says ATSI President Allan Fromm. "We congratulate 24-7 INtouch for their achievements."

ATSI extends its congratulations to the staff of 24-7 INtouch on their proven quality service to their customers.

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.

About ATSI

The Association of teleservices international was founded in 1942 as a national trade association representing live answering services. ATSI now encompasses companies across the United States offering specialized and enhanced operator based services including: call centers, contact centers, inbound telemarketing (order entry), paging, voice messaging, emergency, dispatch, fax, and internet services among others.