



FOR IMMEDIATE RELEASE:

24-7 INtouch Receives ATSI's Call Center Award of Distinction for the Third Year in a Row

Toronto, Ontario. August 1st, 2006 – Shortly after winning ATSI'S 2006 Award of Excellence, 24-7 INtouch celebrates another big win as the call center is awarded the 2006 Call Center Award of Distinction by the Association of Teleservices International (ATSI). The Call Center Award of Distinction came about as a result of the overwhelming need in the call center industry for a means to measure the skills of call center agents across North America.

In order to qualify for this esteemed award, call center agents are tested on their call handling skills in the particular areas of "enhanced service" applications, customer relationship management (CRM), courtesy, etiquette, and the use of proper call techniques, as well as response time and accuracy. After being tested by ATSI's panel of judges for six months, 24-7 INtouch successfully achieved an overall score of over 80% in all categories and joined the rest of the winners in the industry, receiving their very own 2006 Call Center Award of Distinction for the third consecutive year.

Greg Fettes, President and CEO of 24-7 INtouch comments, "As we progress in this industry it is highly rewarding to keep receiving confirmation that our hard work and aggressive training amount to something so spectacular. Winning ATSI's 2006 Award of Excellence made me very proud of our accomplishments. Now winning ATSI's Award of Distinction tells me that we're on the right course, which we intend to stay on."

"Participating in the Award of Distinction is an award in itself," states ATSI's President Lori Jenkins. "But earning the Award of Distinction shows excellent leadership of excellent employees with impeccable customer service skills."

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

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 ATSI

The Association of TeleServices International (www.atsi.org) 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.

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