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FOR IMMEDIATE RELEASE

24-7 INtouch Welcomes New Vice President of Strategic Sales onto Executive Leadership Team

TORONTO, Ontario, March 9, 2010 – In Q4 of 2009, 24-7 INtouch, an award winning contact center outsourcer welcomed a new Executive onto the management leadership team, Michael Pratt. As Vice President of Strategic Sales, Michael brings extensive experience to the company to stimulate future growth and new client acquisition.

Leading both the Shared and Dedicated sales teams at 24-7 INtouch, Michael is responsible for overseeing corporate sales strategy and driving profitability. He brings over 20 years in sales, business development and strategic services with Fortune 500 companies, as well as experience in the software & communication services industries. Prior to 24-7 INtouch, Michael headed Enterprise Business Development at LivePerson (ticker LPSN).

“I am pleased to welcome Michael Pratt to the 24-7 INtouch family” says Greg Fettes, President and CEO of 24-7 INtouch. “Past experience working with him has shown us he will fit our boutique center approach perfectly, and with him comes a personable demeanor and ease of communication that will be exuded to all current and potential clients”.

“The 24-7 INtouch team has been extremely welcoming” says Michael. “Already I have made great relationships with not only my fellow 24-7 INtouch employees, but numerous clients as well. The service and solutions we offer are things I truly believe in, and I’m proud to be able to help other businesses reach their goals”.

Now four months into his career at 24-7 INtouch, Michael has already contributed greatly to optimize sales approach and training, and is currently focusing efforts on expanding the 24-7 INtouch sales team.

About 24-7 INtouch

24-7 INtouch (www.24-7intouch.com) is a leading contact center outsourcing company that delivers innovative and value-driven outsourcing solutions via voice, live chat and email, across all industry segments. Using the most advanced technology in the industry and Certified Sales and Customer Service Representatives, the multichannel approach taken by 24-7 INtouch addresses both long and short-term goals to reduce costs, increase incremental revenue and deliver lifetime customer loyalty. The company operates under two service delivery models, Shared and Dedicated, which cater to the specific needs of each client with scalable and customized solutions. The 24-7 INtouch team is aligned to act as brand specialists, representing their client’s brand, culture and employees in each business partnership.

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