



FOR IMMEDIATE RELEASE:

Call Center Outsourcer Wins National Award for its Third Straight Year – 24-7 INTouch Wins the 2004 CAM-X Silver Award of Excellence and Call Center Award of Distinction.

Toronto, Ontario. November 11, 2004 – 24-7 INTouch, a leader in call center outsourcing services, was honored with the esteemed 2004 CAM-X Silver Award of Excellence and Call Center Award of Distinction for the third straight year in a row. The Canadian Call Management Association (CAM-X), the national voice for the call management industry, presented these prestigious awards at their 40th Annual Convention and Trade Show held in Niagara Falls, Ontario.

The CAM-X Awards Program was created in response to the need for an instrumental tool to assure the professional level of quality demanded by call center clients. Independent judges were contracted by CAM-X to evaluate message services throughout Canada over a six-month period. Judges scored call-handling skills including courtesy, response time, accuracy, and overall service to clients. 24-7 INTouch successfully achieved an overall score of over 80% in all four categories.

“Receiving these awards for the third straight year is a great honor for 24-7 INTouch, and signifies a true dedication to consistent quality in our call center,” says Greg Fettes, President and CEO of 24-7 INTouch. “This is a well-earned tribute to our hard working call center agents and supervisors who act as the front line for this company. They truly deserve the most recognition.”

24-7 INTouch is in a rapid growth stage of their business and now employs over 120 people across North America. With the addition of this award, the company is now recognized a top-quality call center in both Canada and the United States (2004 Association of Teleservices International [ATSI] Awards of Excellence and Distinction).

About 24-7 INTouch

24-7 INTouch 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 eReps, 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 (www.24-7intouch.com).

About CAM-X

Based in Grimsby, Ontario CAM-X is a Canadian based trade association for the Call Management industry which includes: call centers, telephone answering services, voice-mail 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).

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