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## **TimeTrade Systems Expands Customer Base and Penetrates New Markets**

### ***Wins 23 New Customers in Q1 2008 Including Eli Lilly, Lifetouch Portrait Studio and Foreign Consulates***

**Bedford, MA, May 27, 2008 (BUSINESS WIRE)** – [TimeTrade Systems](#), the leader in self-service appointment scheduling, today announced major customer wins in the first quarter of 2008 and rapid adoption of the company's Web-based solution by Foreign Consular offices in the United States.

The new customer wins included:

- **Eli Lilly and Company**, to schedule HR recruitment screenings
- **Lifetouch Portrait Studio**, to schedule photography appointments at JCPenney Portraits and The Studio at Target (totaling more than 620 locations across both retailers)
- **Wellness Initiative Network for Alaska**, to schedule individualized health planning sessions
- **University of San Diego** and other educational institutions, to schedule student counseling and advising appointments
- Expanded deployment at **Mayo Clinic Health**

Additionally, TimeTrade saw significant growth in the adoption of its appointment scheduling solution by Foreign Consulates, with new customers in New York and California. Consulates process thousands of applications for visas to travel abroad annually and the demand is rising. Before deploying self-service scheduling with TimeTrade, walk-in visa applicants often waited hours to be seen and then were often missing the right paperwork when they did meet with consulate staff. Now applicants schedule their appointment in advance online, whenever convenient, and receive an email confirmation from TimeTrade that includes explicit instructions on what paperwork to bring to the consulate. Consulates are reporting drastically reduced wait times and more efficient staff.

“We moved to a self-service scheduling model with TimeTrade to provide better service to our applicants and to enable our staff to work more efficiently,” said Jose Manuel Gil Osle, Director of the Foreign Consulate of Spain in Los Angeles, CA. “More than 80 percent of our applicants now schedule their appointments online, which allows us to allocate our resources better. Additionally, the reminder email sent from TimeTrade ensures that applicants show up to their appointment with the right paperwork. The visa application process is immensely streamlined now and applicants typically are in and out within 20 minutes, while previously it could take hours. TimeTrade even automatically notifies the applicants when the visas are ready and approved.”

“This year is very significant for TimeTrade as we expand our product offerings, increase our market lead within enterprises and win new customers,” said Ed Mallen, TimeTrade’s CEO. “Organizations are realizing that it’s an easy step to move to an automated appointment scheduling process and the impact to the bottom line of the business can be significant. Organizations are choosing TimeTrade for everything from scheduling college admission interviews around the world to scheduling driver certification tests to booking technical support, bridal gown fittings and retiring planning consultations. With the upcoming general beta of TimeDriver we will be delivering the same capabilities to the individual sales or service professional to help them achieve their personal business goals as well.”

TimeTrade’s Enterprise Scheduling solution provides organizations of any size with a competitive edge to offer self-service or assisted-service scheduling via the Web, call center or Interactive Voice Response (IVR). TimeTrade supports the scheduling of thousands of appointments per month across multiple locations. The solution’s value extends beyond appointment scheduling to include up-to-date reporting for instant visibility into better resource utilization, improved staff accountability and enhanced decision making. Customers report higher sales – by as much as 20 to 40 percent – and significantly improved customer loyalty by implementing TimeTrade’s rules-based solutions.

TimeTrade also extended its offerings in the first quarter of 2008 with the launch of TimeDriver, an appointment invitation system that was designed specifically for sales professionals and service providers and compels customers and prospects to take action. TimeDriver supports one-to-many outreach and embeds a “Schedule Now” button within an email invitation or Web site that links directly to available timeslots on the inviter’s Outlook or Google calendar and automatically streams a steady flow of booked appointments into their calendar.

#### **About Screen4Life**

Screen4Life is a leading skin cancer screening specialist based in the UK dedicated to the prevention and early detection of skin cancer. The organization’s mission is to make high quality screening affordable and accessible to everyone by moving screening out of the confines of the hospital or clinics and into the retail environment, including retail pharmacies, health and fitness clubs, retail shopping malls, airports, professional sports organizations and companies. More information is available at [www.screen4life.co.uk/](http://www.screen4life.co.uk/)

#### **About TimeTrade Systems**

TimeTrade Systems is the leading provider of self-service appointment scheduling for large enterprises and for individuals. More than 160 million appointments have been scheduled through TimeTrade. The privately held company’s enterprise customers comprise some of the largest brand names in financial services, retail and healthcare, as well as a strong presence in government agencies and education. Enterprise customers include Charles Schwab, PETCO, Blue Cross Blue Shield, Department of Homeland Security and Harvard University. The company recently introduced TimeDriver, a personal appointment scheduling solution. TimeTrade Systems can be reached at [www.timetrade.com](http://www.timetrade.com) and information on TimeDriver at [www.timedriver.com](http://www.timedriver.com).

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