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TimeTrade Systems Announces Major Customer Wins including Ritz Camera, Cleveland Golf and Greater Toronto Airports Authority

*Adds 53 New Customers in Q2 and Q3; Continues Dominant Position in 24x7,
Self-Service Appointment Scheduling*

Bedford, MA, November 13, 2007 – TimeTrade Systems, the leader in self-service appointment scheduling, today announced a major expansion of its customer base by securing new wins in retail, healthcare, education and government. Organizations that chose TimeTrade to improve customer experience, reduce administrative costs and drive more appointments and revenue included:

- **Retail** – Ritz Camera Proex Portraits, Cleveland Golf, and Toyota of Colchester
- **Higher Education** -- Mayo Medical School, Loyola Marymount, the University of Arizona College of Medicine and the University of Toronto
- **Healthcare** – DSI Holding Company
- **Government**– Greater Toronto Airports Authority

New customers' applications for TimeTrade's Web-based solution include scheduling time for customer service, admissions interviews, IT upgrades, and security credentialing. TimeTrade users schedule from hundreds to several thousand appointments per month – and in many cases per week.

“With 21 portrait studios in the Twin Cities area, we literally take thousands of photos every year, either in the studio or on location,” said Bryan Engblom, General Manager, Portrait Studios, Ritz Camera Proex Portraits. “Our goal is to make every photo experience for our customers the best possible and setting up the appointment is the first step.

“Whether through our store locations or, during the holidays, through a call center, TimeTrade has enabled us to schedule photographers, equipment and facilities seamlessly, while capturing valuable information on the customer needs. I'm able to view utilization of resources across our store locations weekly to optimize our capabilities and we're able to confirm the appointments in email with tips on how to improve the portrait before our customers come in – all through TimeTrade. We view TimeTrade as an asset in our customer commitment to be the portrait studio of choice.”

TimeTrade represents a strategic and competitive advantage for organizations striving to improve customer relationship management (CRM) or drive internal scheduling efficiencies. TimeTrade's hosted SaaS (Software-as-a-Service) system handles millions of appointments a year for enterprises large and small, without requiring that they install or maintain any software themselves.

A recent survey of TimeTrade customers highlighted key benefits they say they've achieved:

- 88 percent reported happier and more loyal customers
- 85 percent achieved better staff accountability and utilization of resources
- 79 percent enabled 24x7 self-service scheduling for the first time
- 77 percent increased revenues
- 75 percent reduced costs and administrative overhead

“Our rapid growth is fueled by the simple fact that our customers, for the first time, are able to truly transform appointment scheduling into a key component of their business efforts and their drive to improve the customer experience,” said Ed Mallen, president and CEO of TimeTrade Systems. “Rather than minimizing that first very important interaction with a customer, we’ve enabled businesses to maximize it by capturing valuable information, leveraging the information for future sales opportunities, branding their services in the scheduling process and tracking the utilization of resources and effectiveness of locations. For organizations, such as government agencies that schedule millions of credentialing appointments a year, TimeTrade has saved hundreds of hours of time, reduced administrative costs and eliminated long wait lines. We look forward to completing a record year in 2007 and to continuing our growth in 2008.”

About TimeTrade for the Enterprise

TimeTrade brings together providers and consumers of appointments. In 2007, more than 50 million appointments will be scheduled through TimeTrade and \$1.5 billion in revenue generated for customers. An on-demand service hosted by TimeTrade Systems or installed at the customer premise, the solution scales easily to handle very large volumes of appointments. The system manages and accounts for an organization’s precious “time inventory” and enables a high level of rules customization and comprehensive back-end systems integration to ensure end-to-end resource allocation, and assist in business transactions.

About TimeTrade Systems

TimeTrade Systems is the leading provider of self-service appointment scheduling. Privately held, the company’s more than 300 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. Customers include David’s Bridal, Department of Homeland Security, Quest Diagnostics, NJ Motor Vehicle Commission and PETCO. TimeTrade Systems can be reached at www.timetrade.com.

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