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TimeTrade Drives Skin Cancer Screenings for European PGA Golfers on 2008 Tour

Screen4Life Selects TimeTrade to Enable Self-Service Appointment Scheduling for On-Site Tour Screenings; Lifts Bookings 20 Percent

Bedford, MA, November 27, 2007 – TimeTrade Systems, the leader in self-service appointment scheduling, has been chosen by Screen4Life, a leading skin cancer screening company, to enable PGA golfers and their families on the 2008 European tour to schedule screenings through TimeTrade's on-demand, Web-based solution. The new self-service scheduling will cover all four tours: the 2008 Seniors Tour, the Challenge Tour, The European Tour and the Ladies Tour. To date screening appointments have increased 20 percent since implementing TimeTrade.

"Skin cancer is the UK's most common cancer and early detection definitely saves lives – all the more critical as it is estimated that 250,000 golfers worldwide, amateur and pro, contract skin cancer each year," said Tim Dodd, president of Screen4Life. "Golfers are in the sun constantly and are particularly sensitive to the dangers of skin cancer. They are also extremely busy, which is why we travel on-site during the tour to provide screening. In the past, it was a challenge to schedule the screenings, without a lot of back and forth phone tag, cancellations, rescheduling, and no shows.

"TimeTrade's on-demand scheduling system encourages screenings. Since we've implemented it, we've seen a 20 percent uptick in bookings across Screen4Life clients. TimeTrade's intuitive and simple-to-use interface takes interested potential customers straight from our web site, an offer e-mail or on-site kiosk to a booking time and date, eliminating enormous administrative hassles and increasing the conversion rate from inquiry to revenue."

Last year more than 90 percent of golfers in the European tour were screened by Screen4Life and the company is averaging 40 to 50 screenings per golf event with the numbers climbing. TimeTrade will be available on the Web and also at a convenient kiosk in the player's lounge for scheduling by the golfers and their families. The European PGA tour began in November with the HSBC Champions event in Shanghai, China, which was won by Phil Mickelson on November 11, 2007.

"We are very pleased to be working with Screen4Life and playing a part to increase early detection of skin cancer," said Ed Mallen, TimeTrade's CEO. "Self-service scheduling can make an enormous difference in driving appointments and in ensuring patient or customer satisfaction. Globalization and the 'always on' nature of the Internet have forever changed how businesses interact with customers. TimeTrade is helping organizations differentiate their services, lower administrative costs and improve the customer or patient experience. We look forward to furthering our partnership with Screen4Life as their cancer screening business expands."

About Screen4Life

Screen4Life is a leading skin cancer screening specialist based in the UK dedicated to the prevention and early detection of skin cancer. Skin cancer is on the increase and more people die from skin cancer in the UK than in Australia. The good news is that early detection saves lives.

Our mission is to make high quality screening affordable and accessible to everyone. We have achieved this through our pioneering distribution strategy, which has seen skin cancer screening move 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.

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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