



Contact :
Meghan Rozanski
CHEN PR, Inc.
781-672-3128
mrozanski@chenpr.com

TimeTrade Systems Appoints John Loring as CTO and Rupert Schmidtberg VP of Engineering

Strengthens Technical Team and Reinforces TimeTrade's Commitment to Ongoing Development of Market-Leading, On-Demand Appointment Scheduling Solutions

Bedford, MA, April 27, 2009 – [TimeTrade Systems](#), the leader in customer self-service appointment scheduling solutions has strengthened the depth of the senior technical team by appointing John Loring as CTO and Rupert Schmidtberg as Vice President of Engineering.

Loring, who is a co-founder of TimeTrade, has more than 20 years of software and Internet experience and has been instrumental in the development of TimeTrade's Enterprise Scheduling Application (TESA) and Web 2.0 personal scheduler, [TimeDriver](#). Prior to joining TimeTrade, Loring held executive engineering positions at Datawatch, a data mining company. As TimeTrade's first CTO, Loring will be responsible for future computing models, methods and languages and will drive the architecture and APIs for the product families. Additionally, Loring will evaluate new technologies, frameworks and platforms and develop best practices in TimeTrade's overall Internet strategies.

Schmidtberg brings to TimeTrade a diverse technical and business background with significant experience in leading software engineering teams, as well as playing key roles in fund raising, product development, marketing, sales, customer service, mergers and acquisitions and business development for VC-backed start ups. Most recently Schmidtberg served as a consultant to companies in markets that include VoIP, document management and Web 2.0 software. Prior to that, he was the General Manager and CTO for supply chain technology company, Sensitech, through the company's acquisition by Carrier Corporation. Schmidtberg's role as VP of Engineering at TimeTrade will include building and managing the software and quality assurance teams, designing and developing new on-demand services and creating new applications.

"TimeTrade has become the standard for self-service appointment scheduling for the leaders in retail, financial services, healthcare, higher education and government agencies," said Ed Mallen, TimeTrade President and CEO. "We closed out 2008 with record growth, our largest SaaS-based customer wins – Sprint ReadyNow stores and Lifetouch, who provides professional portraits for the retail market. TimeDriver moved into general beta and its customer base is growing rapidly. Now is the time for us to expand our technical team and leverage new opportunities to evolve services and

applications that will continue to help our customers streamline their operations, improve customer service and drive new sales. We welcome Rupert to our team and look forward to John's vision and leadership as our new CTO."

About TimeTrade Systems

TimeTrade Systems is the leader in customer self-service appointment scheduling solutions for enterprises and individuals. More than 250 million appointments have been scheduled through TimeTrade. Headquartered in Bedford, MA, TimeTrade offers Web-based solutions that enable customers to streamline operations, improve workflow and increase marketing and sales outreach. The company's customers include some of the largest government agencies, retailers, and healthcare, financial services and educational organizations as well as small-to-medium sized businesses. TimeTrade solves complex scheduling issues with high-performance, highly configurable solutions that are scalable to handle hundreds of thousands of appointments across multiple locations. TimeTrade Systems can be reached at www.timetrade.com.

###

All product names and references contained herein remain the service marks, trademarks, or registered trademarks of their respective owners.