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TimeTrade Systems' TimeDriver Named as Finalist for the 2009 MITX Technology Awards

Sixth Annual MITX Technology Awards Recognize Outstanding Technology Advancements in the New England Region

Boston, May 12, 2009- [TimeTrade Systems](#), the leader in customer self-service appointment scheduling solutions, today announced that it has been named as a finalist for the 6th Annual MITX Technology Awards. The MITX Technology Awards recognize emergent and innovative technologies developed in the New England area, as well as the individuals and organizations responsible for driving these advancements. The Massachusetts Innovation & Technology Exchange (MITX) is the country's premier Internet business and marketing association.

TimeDriver, TimeTrade's groundbreaking Web-based personal appointment scheduling solution, lets users add a self-service scheduling link to Web pages and emails so their customers and colleagues can schedule time with them. Rather than a shared calendar or simple meeting scheduler, TimeDriver is an appointment automation system that drives a steady flow of appointments into a user's Outlook or Google calendar, without the phone/email tag normally used to schedule an appointment. TimeDriver offers times that fall inside user-defined "availability windows" and offers robust customization capabilities for the user as well as the ability to track and record appointment activities for further sales opportunities or business interactions.

"We're very pleased to be named a finalist for the prestigious MITX Technology awards," said Ed Mallen, President and CEO of TimeTrade. "Small businesses, entrepreneurs and sales professionals are constantly looking for ways to lessen administrative hassles, lower costs, drive revenue and improve customer service. TimeDriver automatically streams and confirms appointments reducing the potential of customer 'no-shows' and driving increased sales. TimeDriver's rules-based technology, enabling one-to-many scheduling, gives businesses the chance to better utilize and manage their time and resources."

"Being named a Finalist in the MITX Technology Awards is an important achievement," said Kiki Mills, executive director of MITX. "This recognition translates into increased exposure with media, industry analysts & investors, and provides them a higher profile in their industry. We congratulate all of the Finalists on their achievement and wish them well in the competition."

Entrants were able to submit their work under any of ten different categories, including: Analytics and Business Intelligence, Cloud Computing, Devices, Enterprise Technologies, Gaming, Marketing and Customer Relationship Technologies, Mobile, Online Advertising, Rich Media and Social Media.

TimeTrade Systems will be recognized with the other finalists in the category of Marketing/Customer Relationship Technologies at an awards ceremony attended by the region's top technology and business professionals. Winners will be announced at the ceremony at the Westin Copley Hotel on Tuesday, June 16, 2009.

In addition to being selected as a finalist for their category, finalists are eligible for several 'Best of' awards, and for the new 'Promise' awards.

"This year we're excited to be recognizing startup and emerging technologies through our first ever Promise Awards," Mills said. "Recognizing technology that shows real vision and promise is so important to this industry; it helps promote the strength of the talent here in New England."

The MITX Technology Awards program is sponsored through the generous support of: Atom Group, DLA Piper, LEWIS PR, Mad*Pow, Microsoft and PricewaterhouseCoopers.

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.

About MITX

Established in 1996, MITX—the Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With over 60 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. Visit us at www.mitx.org

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