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Webcast Will Show How Retail Businesses Improve Customer Experience with Personalized In-Store Services and Web Technology

TimeTrade's Upcoming Webcast Features David's Bridal and Dynamic Experiences Group

Bedford, MA, April 8, 2008 – [TimeTrade Systems](#), the leader in self-service appointment scheduling, today announced it will host a complimentary Webcast on April 17 entitled “*Drive More Business with Personalized In-Store Services and Web Technology.*” The session will feature Todd Haggerty, Manager of Store & HR Systems at David's Bridal, and retail expert Doug Fleener, President & Managing Partner of Dynamic Experiences Group.

[David's Bridal](#), with over 285 locations nationwide and in Puerto Rico, is the largest and most successful bridal retailer in the United States. Nearly one in three brides wearing a gown to walk down the aisle will do so in a David's Bridal wedding dress. And in 2007, the company's popular website was recognized as one of Internet Retailers' “Hot 100 Internet Sites.”

As retail and customer experience experts, [Dynamic Experiences Group](#) consults with retailers to increase sales and improve staff effectiveness. Its clients include national and regional specialty chains as well as independent retailers. The organization's collaborative approach with its client's key personnel ensures the client achieves his/her business goals with a long-term sustainable solution.

“Personalized retail services have become a trend in customer service,” said Ed Mallen, President & CEO of TimeTrade Systems. “Big-box retailers, well-known specialty retailers like David's Bridal – as well as smaller organizations – have come to realize that by providing personalized attention and reducing customers' wait time, businesses can experience enhancements in operational efficiency and brand loyalty. As this greatly improves the customer's overall experience, organizations quickly reap the benefits.”

Attendees at the free April 17 Webcast will receive complimentary three-month subscription to Dynamic Experiences Group newsletter, *The Daily Retail Experience*.

WHO: Todd Haggerty, Manager, Store & HR Systems, David's Bridal;
Doug Fleener, President & Managing Partner, Dynamic Experiences Group;
Ed Mallen, President & CEO, TimeTrade Systems

WHAT: Webcast: "Drive More Business with Personalized In-Store Services and Web Technology"

WHEN: Thursday, April 17, 2008, 1 p.m. ET/10 a.m. PT

WHERE: To register [Click here](#)

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 and information on TimeDriver at www.timedriver.com.

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