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TimeTrade Taps Software Industry Veteran Cindy Johnson as Vice President, Marketing

Will Spearhead Marketing Strategies for Company's Web-Based Appointment Scheduling Solutions and Drive Plans for Expanded Business Opportunities

Bedford, MA, October 22, 2007 – TimeTrade Systems, the leader in customer self-service appointment scheduling, today announced the appointment of Cindy Johnson as vice president of marketing. Johnson will report to CEO Ed Mallen.

“TimeTrade is capitalizing on the surge in large organizations wanting to offer self-service appointment scheduling to customers as a way to improve service and drive more sales,” said Mallen. “As we prepare for our next stage of growth and expand into new markets, it is vital that we strengthen our marketing efforts. We feel fortunate to attract someone with the breadth of experience that Cindy brings to TimeTrade. I’m looking forward to working with Cindy and the rest of our team as we continue to ease the pain of internal and external appointment scheduling for the world’s largest organizations. The first step in securing a customer is booking the appointment, and retailers, government agencies, healthcare firms and financial services companies alike recognize the difference a robust web-based approach to scheduling means to driving increased revenues.”

Before coming on board at TimeTrade, Johnson held positions as vice president of marketing for TrueAdvantage, Inc., a SaaS company providing sales intelligence services, as well as at software developer Kurzweil Educational Systems, Inc. Prior experience included marketing positions at Veridium, SunSoft, Interleaf and Applix. She holds an MBA from the University of Chicago and a BA from Colgate University.

“I welcome the opportunity to join the very talented TimeTrade team,” commented Johnson. “TimeTrade has secured brand-name customers, and defined a market opportunity driven by solving real business issues that affect the bottom line. This is an exciting time for the company and I look forward to contributing to an aggressive program to expand our reach, win new customers and drive competitive differentiation.”

TimeTrade recently announced a new funding round of \$5 million, adding Ascent Venture Partners to existing investor CommonAngels.®

About TimeTrade Systems

TimeTrade Systems is the leading provider of customer 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 the education and government sectors. Customers include David's Bridal, HQ/Regus Business Centers, Quest Diagnostics, PETCO, Department of Homeland Security and NJ Motor Vehicle Commission. TimeTrade can be reached at www.timetrade.com.

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