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(714) 755-2810

Touchtone Corporation Releases Wintouch eCRM 7.0

Costa Mesa, CA – November 7, 2007 – Touchtone Corporation, a leading developer of native software for the IBM System i – iSeries or AS/400 – introduced the latest release, Version 7.0, of its Wintouch eCRM product. New features include improved graphics, enhanced integration to email applications, increased access to information and more robust functionality. A few of those new features are:

1. Wintouch 7.0 is more tightly integrated to Outlook, Lotus Notes and Thunderbird email. New email features include automating outgoing email and composing email directly from within Wintouch utilizing the Wintouch templates or these email clients. Contacts and incoming email can now be logged and stored in Wintouch from the email client toolbar.
2. Wintouch continues to feature rich, almost unlimited reporting features. The new Dashboard in Wintouch 7.0 enables users to display their custom reports in pie chart, bar graph or tab view with a single click. This customizable feature gives users at-a-glance access to information vital to their business. Wintouch 7.0 also features completely redesigned 3-D icons that identify more closely with how they function, increasing user adoption rates and maximizing return on training investment.
3. Extended Profiles have been expanded in Wintouch 7.0 to a Second Level with further data storage and access. Each extended profile window in Wintouch gives a view of a different facet of customer/account. Identifying these extended profiles is customizable to each company using Wintouch and can be as broad as marketing, sales, and accounting. The new Extended Profile drills down to the next level, giving

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a view of such data as sales line item detail for quotes and orders, making it possible to maintain simple order entry system.

4. Import Tool enhancements in Wintouch 7.0 allow customers to seamlessly import outside data into Wintouch. With the click of an icon, users can import csv files directly into Wintouch and immediately schedule activities relating to the files (i.e. activities for sales reps or marketing campaigns, etc.) Tracking responses and completed activities continues to be simple in Wintouch.
5. Work Flow Automation allows Wintouch 7.0 users to streamline business processes using a sophisticated watch-and-respond tool. This tool can be configured to schedule activities, send email, or fill in extended profiles in response to trigger events that the user defines. With this tool, users can track business processes, notify the right people or proceed to the next step automatically. Managers can run all manner of reports to assess their direct reports.
6. The module of Wintouch for handheld phones and PDAs is more fully integrated in Version 7.0 with a new User Interface design option and full-access to of the information and tools in Wintouch.

The next release of Wintouch eCRM, scheduled for Q1, includes IP Telephony, Instant Messaging, and Text Messaging support. "We fully intend to keep Wintouch at the forward edge of CRM technology as we expand the market world-wide," said Reza Seraf, Founder and CEO of Touchtone. "It's critical to our way of doing product development that we rollout cutting edge enhancements to our existing customers as they become available and when we are confident they are bug free."

Wintouch eCRM is a native solution for IBM midrange servers – IBM System i™, iSeries, AS/400 – and an IBM ServerProven™ solution. Wintouch utilizes a Java applet for easy browser access from the Internet or company's internal network. Unlike other CRM solutions, the Wintouch eCRM's database and server components are native to the IBM AS/400. This facilitates seamless integration with ERP/MRP and key LOB (line of business) applications, providing robust CRM functionality on the same platform that runs our customers' main applications.

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Touchtone, an IBM Premier Business Partner, is a privately held company located in Orange County, California with over 10 years of expertise in CRM applications and 19 years experience on the IBM Midrange Server platform. For further information about Wintouch eCRM or Touchtone Corporation, call (714) 755-2810 or visit www.wintouch.com.

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