Monitor 24-7 Inc.
Enterprise Service Management Solutions

Monitor 24-7 continues to push enterprise asset management with the release of IncidentMonitor™ 4.1!

IncidentMonitor™ 4.1 delivers state-of-the-art business processes and intelligent workflow capabilities in a fraction of the time and at a fraction of the cost of other solutions!

For immediate release: October 1st, 2004

TORONTO, ONTARIO: Monitor 24-7 Inc., the developers of the highly-flexible and robust service management software application IncidentMonitor, is pleased to announce the launch of Version 4.1. Monitor 24-7 Inc is known for having a very aggressive schedule for releasing new versions of IncidentMonitor. This aggressive schedule has allowed their clients to improve and streamline customer facing processes _within the constraint of a limited budget and timeframe_. Riding on the heels of Version 4.0 which launched in April 2004, the new version offers increased functionality and features including asset user defined fields, asset location management, asset domains and software for asset inventorying using bar code scanners or Radio Frequency IDs (RFID). Again, Monitor 24-7 Inc. beats the competition to the punch and raises the bar in full asset life cycle management. Version 4.1 will be available for purchase in **October 2004** and the upgrade is available free to current users of IncidentMonitor through a web download.

IncidentMonitor is a request and service workflow management system that provides a state-of-the-art solution for customer service. Whether it's an internal helpdesk, external customer service, change management or bug tracking, IncidentMonitor facilitates these varying workflows allowing companies to rapidly model their processes for consistent, accurate and repeatable results. IncidentMonitor is ITIL certified in the areas of Incident Management, Problem Management, Change Management, Service Level Management and Configuration Management from Pink Elephant, a leading global resource for ITIL best practices consulting and training, in accordance with its PinkVerify™ program.

"While launching a new version of a software application is not an unusual event", explains Scott Walling, Managing Consultant for Monitor 24-7. "We feel our approach is different in that many of the improvements to the application have come directly from our customers. We know we offer an excellent product, but we also believe that laurels are not meant to be rested upon."

"Many times the best ideas for improvement can come from those who are using the product every day – our customers, which of course includes ourselves," adds Walling. "While our development team is always envisioning increased features and functionality, we also put ideas from our customers into the development cycle," he says. "Our philosophy is that if one customer has requested a specific function or feature, it is likely that another customer could also take advantage of that feature and improve their own business processes. So when our company launches a new version of IncidentMonitor, we offer this increased functionality **free** to our current users, automatically."

For more information or to request a web demo, please visit the website at **www.monitor24-7.com**, or call us at **1-866-364-2757**.

About Monitor 24-7 Inc.

Monitor 24-7 Inc is a privately-held software company with a distinct customer-centred approach to product development based in Toronto, Ontario. Since entering the software industry in 1999, the company maintains its commitment to offer the best product at the best price to the service desk industry. Monitor 24-7's innovative approach to software design and development coupled with its commitment to providing superior customer service allows it to meet and exceed the ever-changing needs of the service industry.

Monitor 24-7 has experienced 60 percent growth in year-over-year sales for the past four years, and seeks to challenge the long-held tenet that you "get what you pay for" by providing everything your helpdesk needs, at a price you can afford. For more information or to sign up for a web demo, please visit www.monitor24-7.com or contact sales@monitor24-7.com. For media inquiries, please contact public.relations@monitor24-7.com.