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ParentWatch Selects Worldtrak CRM Solution

Worldtrak's Award-Winning, Microsoft(R) Outlook(R)-Native CRM Solution Comes Out on Top in ParentWatch's Head-To-Head Comparison of CRM Industry's Leading Solutions

MINNEAPOLIS (BUSINESS WIRE) - Worldtrak, a leading customer relationship management solutions provider (CRM), today announced that ParentWatch (www.parentwatch.com), the industry leader in providing Internet viewing and online childcare services, has selected Worldtrak's enterprise CRM solutions to manage its customer communications.

ParentWatch, which was seeking a CRM solution for its established customer base and growing business opportunities, assembled an expert team of IT professionals and sales account executives to evaluate the CRM industry's leading solutions and identify the CRM system that would best fit its organization's needs. Worldtrak's Microsoft(R) Outlook(R)-native CRM solution was identified by ParentWatch as the obvious choice.

"Our team was able to cut through the glitter and focus on selecting a CRM solution that in addition to having the functionality we were looking for, was easy to integrate with our existing Microsoft platform and would actually get used by our sales force," said Rick Pulling, vice president of sales for ParentWatch. "After evaluating a number of CRM solutions, Worldtrak was the obvious choice because it is the only one that is Outlook-native."

Worldtrak's CRM product line, which is the only scalable Microsoft Outlook-native CRM solution, has maintained the familiar look and feel of Microsoft Outlook, minimizing the learning curve usually associated with new software and allowing sales representatives to focus on customers instead of training. Since Worldtrak's CRM solution is built within the Outlook infrastructure and has one Web interface, users do not have to toggle back and forth between Outlook and separate customer account software.

"ParentWatch has become a leader in the \$35 billion child care industry by - unlike many emerging growth technology companies - focusing on growing revenue through an established base of customers," added Pulling. "Arming our sales force with a CRM system they will use is key to our success."

"It's imperative for emerging growth technology companies to have a CRM solution that the organization's sales people will readily adopt," said Dr. Harry Watkins, senior analyst for Aberdeen Group. "Worldtrak's Outlook-native solution sets them apart from others in the CRM space because it is built within a system many front-line sales people already know how to use."

About ParentWatch (www.parentwatch.com)

ParentWatch (www.parentwatch.com) provides the most comprehensive Internet solution for the \$35 billion childcare industry. The company keeps families connected by allowing parents to view live video images of their children in childcare and access center-specific information such as schedules, lunch menus and more through its Community Site. ParentWatch offers childcare programs the services they need to grow their businesses, operate more efficiently and better communicate with parents and children. Chairman and CEO Adam Aronson founded ParentWatch in 1998 to enable parents to take a greater role in their children's care and schooling. ParentWatch is headquartered in New York, with offices in the Silicon Valley. For more information on ParentWatch, visit www.parentwatch.com.

About Worldtrak

Worldtrak, based in Minneapolis, Minn., provides CRM solutions for organizations in a wide range of industries including financial services, hard goods, manufacturing/distribution, publishing software, non-profit service, education and training, and on-line services. The company's Worldtrak product line has won numerous awards including the prestigious ISM TOP 15 award for four years running. Worldtrak's clients include Mitsubishi, United Way of America, Gennum Corporation and others. For more information on Worldtrak, visit www.worldtrak.com.

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