



FOR IMMEDIATE RELEASE

WEBSITEPULSE™ ADDS RSS FEED CAPABILITIES AND HOURLY DATA TO ITS PERFORMANCE TRACKING REPORTS

Orlando, FL - (February 14, 2006) - WebSitePulse, a leading provider of global, independent and remote monitoring of web-based systems, e-mail roundtrip- and e-business transactions announced today that hourly website performance data, as well as RSS feed capabilities were added to its latest Valentine's Day Retail Performance and Uptime Report.

WebSitePulse is expanding the scope and the depth of its Uptime and Response Time Reports to provide its Customers, the Internet community, the industry analysts, and the press with more reliable, useful, and easy-to-access performance measurement data:

- Reports are based on multiple-steps e-business transaction monitoring to better reflect the real end-users' shopping experience. Popular home page availability-based reports do not take into consideration potential failures of critical web-systems, applications, databases and other software components needed to finalize a web transaction including search capabilities, shopping carts, checkout, billing processing etc.;
- Reports include hourly performance data; not only daily averages. IT professionals, industry analysts, and consumer behavior experts can test correlations and online shopping patterns with greater confidence in the presence of hourly response times;
- Custom Reports are available for international events and holidays, in line with the WebSitePulse position of a global monitoring service provider;
- RSS feed capabilities are added to the daily Performance Tracking Reports to increase their users' convenience, meeting the latest web-standards for communication.

"Monitoring well-known websites and reporting their failures became a popular free publicity technique"- says Iavor Marinoff CEO of WebSitePulse. "Our Reports are designed to demonstrate to the public-at-large the degree of reliability of the existing Internet infrastructure and its response to higher volume web traffic. However, the major objective is to correlate the consumers' online shopping experience with the websites' availability and performance, and to provide the IT professionals with tools for proactive performance management" concludes Marinoff.

WebSitePulse first opened up its system to free monitoring of the websites raising funds after the hurricanes in 2004 and 2005, as well as after the tsunami last summer. The Performance Tracking Reports continue the tradition for WebSitePulse to offer its resources to the benefit of the IT professionals, and to contribute to the improvement of the Internet environment for the benefit of its millions of users.

About WebSitePulse™:

WebSitePulse is a leading provider of advanced, independent and remote monitoring of web-based systems and e-business transactions. The global, independent service offers immediate error detection, and real-time, multimedia alerts, as well as available detailed, customer-controlled, purpose-specific reports with drill-down capabilities and snapshot options.

WebSitePulse provides continuous, reliable and cost-effective monitoring that enables its clients to increase the efficiency of their mission-critical e-business operations, and to reduce their risk of failed Internet transactions and loss of revenue.

WebSitePulse is a service of Image Project, Inc. - a privately owned corporation for e-business solutions based in Orlando, Florida, USA.

For more information, please visit www.WebSitePulse.com or e-mail Oggie Dimoff at Dimoff@websitepulse.com