



FOR IMMEDIATE RELEASE

**WEBSITEPULSE™ ALERTS-OVER THE PHONE - A FASTER WAY TO NOTIFY ABOUT DETECTED WEBSITE MALFUNCTIONS**

**ORLANDO, FL - (April 21, 2003) - WebSitePulse, provider of Internet-based independent and objective remote website performance monitoring and early problem detection with real-time notification services announces that a human voice based notification-over-the-phone feature has been added to the already existing wide range of notification options to maximize its customers convenience and its monitoring model efficiency.**

WebSitePulse, with headquarters in Orlando, Florida, USA - made the decision to offer the new notification option after more than 6 months of proactive customer surveys and technical testing. The notifications over e-mail, SMS, and different wireless devices with text capabilities represent the industry standard and are commonly offered by different web performance monitoring companies. However, the "old-fashioned" phone call is still the fastest way to get in touch with someone, as most people respond to it immediately. That hypothesis of the R&D group at WebSitePulse has been confirmed through a large base customer survey and personal interviews with the most important clients.

Real-time alerts are triggered to the designated contacts every time a malfunction of the website or other vital applications or devices is detected, providing companies that run mission-critical e-business operations with an affordable and reliable way to be immediately notified about website accessibility or functionality related problems. Maximizing the efficiency of the WebSitePulse operated system translates in reduction of downtime, timely intervention to eliminate problems, minimization of the loss of website visitors and revenue for its customers and represents an even better guaranty for the consistently positive experience of their end-users.

"We realized that no matter how sophisticated our monitoring system is, no matter how quickly are the notifications sent, the important thing is how fast our customers receive them" - explains Iavor Marinoff, CEO of Image Project, Inc., the company behind the WebSitePulse brand. "So we moved closer to our customers by implementing a service that fits better their habits, their schedules and their needs" - he adds.

The notification-over-the-phone has all the conveniences of a regular phone call - human voice of the text-to-speech engine reads the pre-configured text message with the error details and if the call is not answered, the system will leave a message in the subscriber's voice mail. It is fully customizable according to the customer schedule and preferences. The options could be changed at any time from any location through the web-based control panel. The latest technical tests of the system demonstrated its reliability and flexibility and WebSitePulse is now confident that this will be another prove of its efforts to provide its existing and future customers with an excellent and above the industry standards service.

**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](http://www.WebSitePulse.com) or e-mail Oggie Dimoff at [Dimoff@websitepulse.com](mailto:Dimoff@websitepulse.com)  
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