



FOR IMMEDIATE RELEASE

**WEBSITEPULSE™ ADDS ADVANCED TRANSACTION MONITORING TO ITS SERVICES, SUPPORTED BY THE WORLD'S FIRST WEB-BASED TRANSACTION RECORDER**

**ORLANDO, FL - (July 1, 2003) - WebSitePulse™, provider of Internet-based independent and objective remote website performance monitoring and early problem detection with real-time notification services announces the launch of its Transaction Monitoring Services supported by the World's First Web-Based Transaction Recorder and a Windows-Based Transaction Recorder.**

Transaction Monitoring is the next level of the WebSitePulse™ advanced Server and Full-Page remote monitoring services. The system performs pre-recorded multi-step transactions the same way a customer would do: following links, clicking on buttons, completing forms, adding products to shopping carts, checking out, processing credit cards and many other possible actions. If a failure is detected, notifications are sent immediately via email, phone call, SMS, cell phone or pager based on the notification escalation. Monitoring can be performed up to every 5 minutes from the WebSitePulse™ global worldwide monitoring network.

The Service is supported by two free Transaction Recorders - Web-based and Windows-based, which provide identical functionalities. The Recorders allow the WebSitePulse™ customers to record, edit and maintain any multiple-step web application transaction. The recording process is simple, intuitive and user-friendly, offering various options and combinations.

"The Transaction Monitoring service makes it easy for our customers to gain detailed insight into the performance of all their web-systems, as well as to determine the true end-to-end user experience with complex web application transactions. The result being improved performance and higher level of customer satisfaction." - says Iavor Marinoff, CEO of Image Project, Inc., the company that owns the WebSitePulse™ brand. "It is a very sophisticated tool that allows our customers to take a more competitive advantage of the WebSitePulse™ monitoring service, performed by its Global monitoring agents around the World".

**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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