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MediCall Selects Echopass for On Demand Contact Center Services
New Off-shore Outsourcing Operation Benefits US Healthcare Companies

San Francisco, CA - (April 8, 2004) - Echopass, the leading service provider of on demand contact center solutions, today announced that MediCall has selected Echopass to provide a wide range of telephone and web-based contact center services for U.S. pharmaceutical and medical equipment firms. MediCall, the U.S. sales and marketing arm of Ayala Systems Technology, Inc, the leading Philippine-based solution provider is establishing a unique contact center staffed with healthcare professionals experienced in all aspects of developing and marketing healthcare products. Echopass will provide the systems infrastructure for MediCall's contact center as a subscription service.

“Because Echopass uses a hosted model for delivering its solutions, MediCall was able to swiftly overcome its biggest challenges: the significant initial capital equipment and time required for implementation needed to create a world-class communications center,” said John Chess, CEO of MediCall. “We chose Echopass over a number of other companies for several reasons, including the proven value of the Genesys technology that provides the backbone of their services, their solid track record with VoIP technology—which will generate a huge savings on cost of calls—and their superior, highly reliable network infrastructure.”

MediCall's contact center is based in the Philippines, which gives the company access to one of the world's largest community of healthcare professionals. MediCall's experienced project management and sales team interfaces with a core team of sales personnel and operational

experts in the United States, who will help the company's clients develop programs for clinical trials, direct-to-consumer marketing, professional to professional marketing, compliance and retention, and product recalls product support.

"We see ourselves as a professional extension of our clients' companies," said Chess. "We can very quickly staff up to provide a variety of specialized services and meet a wide range of fulfillment requirements. More importantly, we are giving an industry that has relied primarily on the telephone the ability to exploit the wide range of technology that Echopass has to offer, from voicemail and fax communications to email, web chat, and web callback."

All customer communications flow through Echopass' hosting center in Salt Lake City, where they will be queued and routed to MediCall's health care professionals in the Philippines. Echopass provides monitoring and reporting tools so MediCall can offer each of their clients their own set of web based real time monitoring tools and historical reports.

About Echopass

Echopass Corporation is the leading service provider of on demand contact center solutions for mid-tier enterprises, departments and branches of large enterprises and outsourcers worldwide. With a wide range of flexible inbound and outbound customer contact solutions, Echopass delivers rich functionality that is easy to deploy and use.

Echopass takes the pain and complexity out of implementing telephone and web-based customer contact solutions by integrating best of breed technologies and offering a full suite of service packages on demand. With Echopass, customers enjoy the benefits of high impact, cross channel customer sales and service applications in less time and at a lower cost than traditional, premise-based multi-vendor systems. Founded in 2000, Echopass is privately held, backed by top tier venture capital firms and headquartered in San Francisco, California with a world-class operations center in Salt Lake City, Utah. For more information, visit Echopass at www.echopass.com or call 1-888-622-5345

About MediCall

MediCall is a medical services company dedicated to serving the healthcare industry by providing industry-specific programs for each stage of a drug or medical product's life. MediCall operates a communication center staffed with healthcare professionals in Manila, the Philippines. Its services are provided via toll-free telephone numbers and online communication channels, including the web and email. Integration of telephone and online communications provides a consolidated view of customer communications and a single point for collecting and reporting on data. MediCall services are provided and supported by world-class technology and

advanced customer relationship management software. MediCall's client services group, based in the U.S. provides all the required support necessary to implement and manage a variety of specialized programs. Training of MediCall's staff is rigorous, ongoing and client-specific. Contact MediCall USA by phone at 202-293-3587 or by email at info@medicall.us, or www.medicall.us.