

PRESS RELEASE

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ADSOTECH Finland Oy announces the availability of AboveTARGET.com ASP Service

Espoo, 18.8.2004. **ADSOTECH Finland Oy announces the general availability of AboveTARGET.com ASP Service.** The Hosting Service is delivered by Xenetic Oy, a subsidiary of eQ Online Oyj, which is listed on the Helsinki Stock Exchange NM-list.

AboveTARGET.com AboveTARGET.com is a simple to use, yet rich in functionality industry independent CRM ASP solution which can be deployed in less than 5 minutes for personal contact management purposes. The product can be ordered over the web and the data space is automatically allocated for the organization. AboveTARGET.com is integrated with Microsoft Outlook but it has also an own calendar system.

AboveTARGET.com can be used without any product installation. The ordering and deployment process is fully automated. The ordering of the product for test and productive use can be done via www.abovetarget.com. AboveTARGET screen dialogues are available for several languages. The announced version supports following languages with many more to come: English, German, Swedish, Finnish, and Estonian.

According to Christer Mäkelä, Managing Director of ADSOTECH Finland Oy, "AboveTARGET.com is increasing the productivity of employees and makes it easier to manage the sales and customer services organization. The implementation of the system is a short process because the system can be ordered with predefined templates for marketing, sales and customer service processes. After which everyone was able to start to use the system. The mobile support the product offers as well as current wireless services provided by tele operators enables the usage of the system anywhere and any time and provides flexibility and efficiency into the CRM-processes"

The price for the ASP Service is 39,00 EUR/month per user which corresponds to a cost of 2 EUR per effective work day.

ADSOTECH Finland Oy (www.adsotech.com) is a privately held, in 2000 incorporated Finnish software marketing organisation with headquarters in Espoo, Finland. Additional information about ADSOTECH, the products, services and the contents of this press release can be obtained from Christer Mäkelä, tel + 35840-9009990 or Email christer.makela@adsotech.com or from the website www.adsotech.com or www.abovetarget.com