

Press Release: January 20, 2003

Criticall Sign Agreement With Outcomz To
Strengthen Global Position As Leaders In
Critical Event Notification

Criticall Supports The World's Largest Outsourcing Contract

Criticall Limited, specialist in event notification systems in the business continuity and crisis management marketplace, and OUTCOMZ, "the business transformation consultancy," today announced that they have signed an agreement under which OUTCOMZ will acquire Criticall as part of an undisclosed seven figure deal.

Within the agreement, Outcomz will be adding to the existing management team and changing the company's Board structure. Outcomz is injecting significant additional resources and capital in support of the rapid growth plan being pursued by Criticall.

The deal will significantly reinforce Criticall's leading position in the critical event notification marketplace.

"Most of the FT100 companies are already Criticall clients and the strength of the product in its particular markets was a key factor in attracting Outcomz' interest," said Ian Hammond, CEO of Outcomz.

Marcus Vaigncourt-Strallen, who founded Criticall in 1994, said, "We have considered several funding options over the last year but were impressed by Outcomz' overall strategy and plans. The deal has given us immediate access to their network of expert

consultants and we have identified synergies with other Outcomz ventures."

With companies and governments increasingly focusing on the need for business continuity and emergency planning, in 2003 Criticall are ideally placed to meet these needs with its next generation multi-channel notification architecture.

For further information about
EmergencyCall ASP, please visit:
www.criticall.co.uk

or contact
Ian Hammond, CEO 0870 351 4908
ian.hammond@criticall.co.uk



criticall limited

3 chiswick park, 566 chiswick high road,
london, W4 5YA

tel: 0870 351 4908

fax: 0870 351 4907

web: www.criticall.co.uk

email: info@criticall.co.uk

Criticall Limited

© 2005 Criticall Limited. All rights reserved.

Under the copyright laws, this document may not be copied, in whole or in part, without the written consent of Criticall Limited. Every effort has been made to ensure that the information in this document is accurate. Criticall Limited is not responsible for printing or clerical errors.

Criticall Limited
3 chiswick park,
566 chiswick high road,
london, W4 5YA

www.criticall.co.uk