

For Immediate Release

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DUBLIN BASED WILKE/THORNTON, INC. MARKS 2002 AS ANOTHER RECORD YEAR

Developer of Successful Customer Relationship Management Tools Continues to Grow with its Proven Technology

DUBLIN, Ohio – March 3, 2003 -Mike Wilke, President made the announcement yesterday “WTI has achieved another record year in revenue and gross profit. Given the economic and industry climate at this time, we are very happy and thank our customers.”

This is the second consecutive record year for WTI who achieved this with no increases in prices for professional services or software and actually decreased transaction and hosting prices, which reflect WTI’s increasing efficiency in their ASP services offerings.

Their Cyber Customer Relationship System (Cyber CRS) grew in strength by over 250% and Item Locator Service (ILS) increased by 45%. Both of these products each make up just 10% of WTI’s revenue.

While most of the technology industry struggled to maintain strength and viability, Wilke-Thornton continued on a path of growth. “Our product is essential to businesses who want to monitor the pulse of their customers. Our development team is very aware of the critical role we play on our customer’s bottom-line, so we are continually working to keep their technology on the cutting edge. That puts them in the most advantageous position to track their market segment. And that puts them at the front of the curve in knowing what that segment is doing and where it is going,” explains, James Goughenour, Vice President Professional Services.

Wilke/Thornton has been in business over twenty years providing a system that manages valuable customer provided information, making it understandable and reportable. Currently Wilke offers the Customer Relationship System (CRS) Anywhere and Cyber CRS, the ASP version. CRS takes contacts from the Internet, phone, email, fax, and mail making it a comprehensive and efficient customer contact and marketing campaign management system. CRS can also be integrated with other systems within an organization further enhancing the capabilities of those systems. These innovative systems and their commitment to excellent customer service have enabled Wilke/Thornton to break away from the current downward trend in the technology industry.

In addition to CRS, WTI offers the Item Locator Service (ILS). This enables customers to get the exact location--including name, address and phone number--of a store in their neighborhood that carries a specific product.

WTI's customer list includes industry leaders such as: H.J. Heinz, J.M Smucker, Tropicana, Hershey Foods, Revlon Consumer Products, Kaytee Products, Coors Brewing, America West Airlines, Johnsonville Sausage, Beiersdorf, American Dairy Brands, Wise Foods, Inc., Spartan Stores, Waterford Wedgewood USA, Fedders Appliances, and Simmons Company to name only a few. Goughenour went on to explain, "Our products are right for all companies who want to learn, grow and be in tune with their customers; whether they are small or large. Company size does not matter or whether they are an in-house or outsourced operation."

Company Information

America's top corporations turn to Wilke/Thornton (www.wilke-thornton.com) in order to efficiently reach their customers and respond to their concerns in a quality, consistent and timely manner. With Wilke/Thornton's expertise, these corporations can leverage customer contacts to collect information about their customer base and feedback on their products and services. Wilke/Thornton assists in providing a superior inbound call center environment. Through its proven years of experience with call center response technology and processes, Wilke/Thornton delivers new ways of building lasting customer relationships and a better base of knowledge about the customer base.

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