

For Immediate Release

Press Contact:

Patti Rivera
Wilke/Thornton, Inc.
703-768-3121
pattir@wilke-thornton.com

DUBLIN BASED WILKE/THORNTON, INC. RECEIVES PRESTIGIOUS COMPUTERWORLD HONORS AWARD

Developer of Successful Customer Relationship Management Tools Becomes Part of Global Case Study Archive Including the Smithsonian Institution

DUBLIN, Ohio – April 18, 2003 - Michael Wilke, Founder and President of Wilke/Thornton, Inc. (WTI) was presented with the prestigious award at a formal ceremony held at City Hall in San Francisco, CA. “It was such an honor to be recognized among such elite and impressive leaders in the technology industry. Twenty years ago, it was never in my wildest dreams that our vision for a better customer care solution would have the impact it has had. It is a true testament to the integrity of our organization and the loyalty of our customers. We are very proud of this accomplishment and honor.”

Computerworld Honors Program is a prestigious program that was established in 1988 by Patrick J. McGovern, founding chairman of International Data Group and Roger Kennedy, then director of the Smithsonian’s National Museum of American History to document the leaders in the global technology revolution and to record the impact of their achievements on society.

Wilke/Thornton was nominated in the 2003 Business and Related Services category, one of ten categories. They wrote a case study documenting their Customer Relationship System (CRS) and Item Locator Service (ILS) technologies and how they have improved the way businesses conduct themselves and react to their customers. Their case study is now archived in more than 125 of the leading museums, archives, libraries and other academic institutions around the world (members of the Global Archive can be viewed at the following URL: <http://www.cwheroes.org/globalarchive.pdf>).

The 2003 collection includes case studies originating from 33 countries, ranging from Australia to Venezuela, and includes notable entries from the Czech Republic, New Zealand, Nigeria and Russia. Case studies from the 2003 Computerworld Honors Collection is available at <http://www.cwheroes.org>, the official internet site of the Computerworld Honors Program, where the entire Collection is available to scholars, researchers and the general public worldwide. In addition, the Collection is distributed annually to the Honors Program's Archival Partners around the world. These partners include some of the world's finest research and scholarly institutions. Wilke/Thornton’s case study can also be viewed at <http://www.wilkethornton.com>.

The Company

Wilke/Thornton, Inc. was founded in 1982, with the development of a system that could be used by companies to enhance their customer relationships by effectively managing their customer contacts. “For more than twenty years now, we have continued to meet the demands of a fickle and demanding market. Because of this dedication some of our customers have been with us since the early 80’s.

They would not have stayed had we not delivered the best solution to building their customer relationships.” states Mike Wilke. “We respect our customer’s needs and have developed a customer contact system that enhances their strengths and builds on their successes. Companies are always best served by listening to their customers. We take that feedback and bring it into terms that make sense and can help a company forecast trends or head off potential disasters and costly mistakes.”

WTI’s impressive 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. Wilke continued, “All of these organizations are at the forefront of customer care. They invest in their customer’s knowledge and it shows in the way they do business.”

Company size is not an issue when it comes to good customer relationships. WTI offers products that will fit all sizes of organizations. The only requirement is they have a desire to learn, grow and be in tune with their customers. WTI’s products can also be used whether a company is an in-house or out-sourced operation. 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. More information can be obtained from the company web site, www.wilkethornton.com or by calling 800-860-6901 ext 174.

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