

WINDOWS USERS GROUP NETWORK TO DISTRIBUTE NEW ELERTZ WIDGET TECHNOLOGY

- Elertz announces new reseller contract signed with Wugnet -

Date: Wugnet, the windows user group network, has entered into partnership with UK based software company Elertz to become a North American distributor of the innovative new elertz desktop widget based on Adobe AIR technology.

The elertz widget is non-intrusive to users and sits in the system tray of their computer waiting quietly for notifications. Critically, end-users are always in complete control of the communication channel and they can manage the information they receive, meaning they are more likely to respond positively to brand marketers who are providing relevant services or innovative products.

Wugnet is the largest independent support network that provides support for Windows operating systems and Microsoft products. It has actively provided third-party support for Microsoft's customers for over a decade, and continually helped to provide peer-to-peer support for these Windows operating systems. Wugnet is widely respected and recognised as leading commentators on new software innovations.

Joel Diamond, VP of business development for Wugnet, comments, "We are very excited to enter into this reseller partnership. We take great pride in being at the forefront of new technology, and it has been a long time since we have seen a software product as innovative and unique as Elertz. This technology is revolutionising online communications."

Steve Morris, CEO of Elertz, comments, 'We are delighted to have agreed a distribution partnership with Wugnet. Their reputation in the industry is second to none and we could have no better endorsement for our product than Wugnet agreeing to be our major North American distributor.'

Wugnet will also be using the elertz technology for its own forums. Integration of Elertz technology into Wugnet's syndicated technical support forums is underway, and will allow users to be notified almost immediately of forum thread updates through the Elertz widget instead of email, eliminating issues of failed delivery due to spam filters or getting classed as junk mail.

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About Elertz

Elertz is a new web-based alerting system that allows businesses to communicate with customers without having to resort to increasingly intrusive channels such as email, direct mail and fax. Using the Elertz communication tool, end users are alerted to the delivery of new information from websites of their choice by a small flashing red star located in their desktop browser and a pop-up 'toast' window that appears just above the star in the user's taskbar. In addition, it can also play a branded mp3 file.

Elertz removes phishing and spam problems and helps to combat communication gridlock by enabling end users to stay in control and manage the information they receive. This means they are more likely to respond positively to businesses providing important services or innovative products.

The Elertz mission is to make the Internet work for end users and legitimate businesses and to provide technology to thwart the spammers, scammers and phishers who do their best to corrupt the internet.

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