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Marathon Partners with Pointserve's Optimization Technology

Applying Rocket Science to Pest Management Produces Dramatic Results

Austin, TX - October 17, 2007 - Pointserve, the leader in Economic Resource Optimization (ERO), today announced a partnership with Marathon Data Systems, LLC to market *PestPac on Pointserve*. PestPac is Marathon's market-leading office management system for the pest management industry. Now in use by over 65% of the largest companies in the industry, and representing an installed base of nearly 30,000 field technicians, PestPac is the leading software solution in the pest control software market. Pointserve provides its ERO suite to market leading companies in several distributed service industries. In pest management, Pointserve is saving companies - from the largest with thousands of technicians, to the very smallest with 5 technicians - on average over 720 miles and 32 hours per technician per month with improved customer experience.

"This relationship is a great example of how two market-leading products can be combined to deliver a solution that will transform the pest management industry," said Ed Powell, Pointserve Chairman and CEO. "No other solution provides the operational value, customer service, or user experience of *PestPac on Pointserve*. What impresses us most about Marathon Data Systems is its relentless pursuit of excellence and value on behalf of its market-leading customers."

"Our clients are excited about having such a robust platform to help them achieve success in their business. We believe Pointserve's Economic Resource Optimization is an important innovation in the pest management industry," said Mike Ayars, Founder and President of Marathon Data Systems. "The results are impressive and our joint clients are realizing major productivity benefits in a very short time. We believe this partnership sets *PestPac on*

Pointserve apart in the market by providing such transformational capabilities, and we are doing it in a way that effectively reduces business risk.”

About Pointserve

Pointserve supplies a full range of optimization web-services and applications that enable clients to predict service demand, then plan, schedule, and operate in a way that maximizes value across their extended enterprise. Pointserve’s Economic Resource Optimization (ERO) suite has been designed specifically to deal with the complex reality of distributed service operations. ERO modules synchronize intelligent decision making across all service related functions, from territory planning and resource planning, through customer appointment setting and technician scheduling, to real-time dispatching.

Pointserve solutions typically deliver operational efficiency gains of 15 to 25 percent and reduce mileage by 30 to 50 percent (recent analysis documents an average savings of 720 miles and 32 hours per technician per month), giving its clients, partners and their customers the opportunity to deliver high-value services that improve customer retention and provide immediate tangible cost savings. For more information, visit our Website at <http://www.pointserve.com>.

About Marathon

Marathon Data Systems, LLC. (MDS) is the leading developer and provider of office management software to the Pest Management Industry. PestPac users range from multi-billion dollar corporations using PestPac Enterprise Software to small and medium-sized companies finding success with PestPac Online Software. MDS provides coast-to-coast coverage with over 50 programmers, sales, and support staff members at its Tinton Falls, New Jersey headquarters and its Scottsdale, Arizona field office. For more information, visit <http://www.pestpac.com>.

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