



FOR IMMEDIATE RELEASE

**WEBSITEPULSE™ LAUNCHES THE BETA OF ITS NEW WEB PERFORMANCE MEASUREMENT SYSTEM**

**Orlando, FL - (November 15, 2005) - WebSitePulse, a leading provider of global, independent and remote monitoring of web-based systems and e-business transactions, announced the launch the Beta version of its totally re-engineered and redesigned system for advanced web performance measurement, notification and reporting.**

New services are added to the existing offerings, and the entire functional platform is brought to a higher level of sophistication. A set of best-in-class options and a number of innovative features are integrated into the system for the ultimate benefit of its Customers. Some of the most exciting changes include: optimized - per monitored Target - calculation of the cost, resulting in substantial cost savings, compared to the account-centered pricing model; individual, Target-specific configurations, providing Customers with more flexibility and control; improved reports and charts with more data critical to web-performance analysis; Customer-specified levels of access to each individual account; flexible alert notifications configuration and options; forced monitoring upon error; remote hands; take over etc. all designed and implemented with Customers' convenience and cost benefit in mind.

"We have been constantly listening to our Customers' feedback, and during the years, we were adding more features, choices, and capabilities to our service. However, we realized that the only way to implement all of the great existing and new features was to completely re-engineer and redesign the entire system" says Iavor Marinoff CEO of WebSitePulse. "After almost one year of hard work, we have achieved an unmatched level of flexibility and customization, allowing our Customers to configure the system to their individual needs, and to optimize their cost per monitored Target. The first reactions from our existing Customers are overwhelming. Those who tested the improved features and capabilities of the new system already asked WebSitePulse engineers to migrate their accounts. The positive acceptance of the system is the best motivation for our team, and a great reward for our relentless efforts and commitment to service excellence", adds Marinoff.

All new accounts will be free during the Beta testing. WebSitePulse Customers could compare the new system with the current one at no risk using the free option and the existing Free Trial.

The Beta testing is expected to end in December 2005. By then, minor bugs and problems that might appear will be fixed, and all Customers' recommendations and suggestions about the design, usability, and user-friendliness of the new interface will be taken into consideration. Several promotional offers are available to motivate Customers to sign-up for the new services and to provide their feedback.

The new Beta system is available for free testing and details about the current promotional offers could be found at: <http://beta.websitepulse.com>

**About WebSitePulse™:**

WebSitePulse is a leading provider of advanced, independent and remote monitoring of web-based systems and e-business transactions.

The global, independent service offers immediate error detection, and real-time, multimedia alerts, as well as available detailed, customer-controlled, purpose-specific reports with drill-down capabilities and snapshot options.

WebSitePulse provides continuous, reliable and cost-effective monitoring that enables its clients to increase the efficiency of their mission-critical e-business operations, and to reduce their risk of failed Internet transactions and loss of revenue.

WebSitePulse is a service of Image Project, Inc. - a privately owned corporation for e-business solutions based in Orlando, Florida, USA.

For more information, please visit [www.WebSitePulse.com](http://www.WebSitePulse.com) or e-mail Oggie Dimoff at [Dimoff@websitepulse.com](mailto:Dimoff@websitepulse.com)