

# ***News Release***

## **New Zealanders Can Now Share Their Views via Touch Screen**

CHRISTCHURCH, New Zealand – PHOENIX, Arizona, USA (February 23, 2007)  
– Christchurch based TouchScreen Marketing & Research and Phoenix, Arizona, based DIATOUCH, Inc. a leader in the touch screen survey software field, join forces to bring Diatouch’s Digivey Survey Suite to the New Zealand market. The two companies signed an agreement that gives TouchScreen Marketing & Research the exclusive right to sell Diatouch’s Digivey software in the New Zealand market.

“We have big plans for this creative survey tool that eliminates workload and cost in such a smart and easy way”, says Rachel Wells, Director of TouchScreen Marketing & Research. “With the versatile Digivey software on our side, we will be able to make market research affordable to New Zealand businesses at the touch of a button. Customers, clients, visitors, patients and employees, can all share their opinion instantly and with confidence, right at the point of encounter. To assist with the early identification of trends, actionable results and reports are available instantly. Gathering feedback the Digivey way can help New Zealand businesses learn more about their customers and ultimately lead to improved customer service and business advantage. We are positioned to offer survey packages of Digivey software and technologically advanced touch screen computing equipment, for rental and sale, as well as render market research services to the New Zealand business community with immediate effect.”

Continued Page 2

“We understand Rachel Wells has researched a variety of delivery mechanisms for monitoring customer service standards, and we are very excited with her decision to favor our versatile Digivey software”, comments Elisabeth Scherer, Diatouch’s President. “From our experience in other countries, we are confident New Zealand businesses will embrace the innovative and inviting Digivey data collection concept and seize this opportunity to achieve better and faster results with their market research efforts.”

TouchScreen Marketing & Research specializes in market research technology and data collection services. Businesses interested in a demonstration of the Digivey survey software and touch screen computer equipment are welcome to contact TouchScreen Marketing & Research.

For more information about TouchScreen Marketing & Research call (03) 359 3151 or visit [www.tsmr.co.nz](http://www.tsmr.co.nz).

For more information about Digivey and Diatouch, visit [www.digivey.com](http://www.digivey.com) or [www.diatouch.com](http://www.diatouch.com).

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