



Xentrax welcomed as a new exhibitor for the 2005 e-Financial WorldExpo

WowGao Inc., September 19, 2005

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Toronto, Canada September 19, 2005 - The 2005 e-Financial WorldExpo being held during Oct. 27-28, 2005 in National Trade Center, Toronto, Canada (<http://e-financial.wowgao.com>) is pleased to welcome Xentrax as an exhibitor for the upcoming event. Xentrax is a pioneer in offering innovative Call Centre Software solutions to the Canadian Marketplace and they were the first independent solutions integrator of Call Centre Workforce Optimization solutions in Canada.

PR9.NET September 19, 2005 - Xentrax is a pioneer in offering innovative Call Centre Software solutions to the Canadian Marketplace. We were the first independent solutions integrator of Call Centre Workforce Optimization solutions in Canada and since our inception in 1986 we have developed a compelling client list that includes some of Canada's more dynamic and service driven companies. Our singular focus and specialized expertise in delivering best in breed contact centre software solutions, combined with our unparalleled customer service has served to elevate our customers successes through Contact Centre performance.

The 2005 e-Financial WorldExpo will feature enterprise applications and financial solutions, provided by many top companies, which include Adobe Systems, SafeHarbor, Avamar, DoubleClick, Genesys Labs, IDS Sheer Canada, KANA, Laserfiche, Pertech Technologies, Policy Technology, Sarvega, RDM Corp., Progtegra Technology Solutions, EMC Corp., Tripwire, Talisma, Texas Instruments, VisionMAX, and Xaware.

New speakers recently added to our conference agenda include:

 Gene Kim, Co-founder & Chief Technology Officer, Tripwire
 Rosaleen Citron, Chief Executive Officer, Whitehat Inc.
 Tom Kettell, Vice President of Marketing, RDM Corporation
 Randy Lenaghan, Director, Financial Services, Microsoft
 Doug Knopper, Senior Vice President & General Manager, DoubleClick

For a full list of the speakers and their topics please refer to our website or simply call us for a faxed version.

This is a great opportunity for the attendees to network with hundreds of private industry executives and their colleagues from all sectors of the financial industry..

To arrange interviews with our organizing team, any of the conference speakers, or to get more information about the e-Financial WorldExpo, please do not hesitate to call us or drop us an email. We also provide prepared media articles for release.

We offer the members of the media free access to all our events. To obtain your media pass for the e-Financial WorldExpo and fulfill your organization's media needs, please contact Jungwon Park at 1-416-292-0038 ext. 824 or jungwonp@wowgao.com for more details.

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About WowGao Inc.

WowGao Inc. is a leading Canadian event management company that produces high quality, internationally renowned conferences and expositions that address the latest innovations and developments in the information technology industry. WowGao successfully hosts annual events, which include: The Ultimate Leading Edge IT Conferences & Expos, Wireless & Mobile WorldExpo, Government & Health Technologies World Forum, China International Multimedia Technology and Application Expo & Symposium and the e-Financial WorldExpo, all of which remain highly acclaimed in the industry.

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