

Press Release

TRUEreq Announces the Signing of CallTrex

CallTrex services chooses TRUEreq for its powerful & rich management environment

SAN FRANCISCO, Calif., April 18, 2004 – TRUEreq, the leading provider of online requirements management software announces that Caltrex Inc. (www.caltrex.com), provider of live Phone Answering and Personal Assistant services, chooses TRUEreq Software to manage their requirements management needs.

"As a small business, we don't have a lot of capital to throw around. While we were familiar with the big PLM applications from Borland and IBM, these were just too costly to buy, set up and manage for our needs," Says Ted Shelton, President of CallTrex. "No one that we know of has a solution like TRUEreq's. It's a powerful and rich product management environment that was affordable and was incredibly easy to get going on."

TRUEreq delivers the only affordable, completely integrated and easy to use web based requirements management solution for Product Lifecycle Management (PLM). TRUEreq extends its competitive advantage with a familiar Tree Structure, Broad Collaboration, Workflow and Data Aggregation capabilities. TRUEreq's unique pricing model removes barriers to acquisition, implementation and drives active participation. Each helping to ensure that your product management projects get completed on time and on budget.

"TRUEreq was designed for companies like CallTrex who need to see immediate benefit from their requirement management solution," said Jonathan Miller, Founder and CEO of TRUEreq. "We are pleased to provide CallTrex with a robust tool that meets their critical business needs without the delays, headaches and hassles associated with traditional PLM software."

About CallTrex

CallTrex delivers the ultimate in live Phone Answering and Personal Assistant (PA) services. Subscribers to CallTrex services are provided with professionally trained, live PAs, available 24/7, who can answer incoming calls promptly, courteously, and efficiently. CallTrex utilizes cutting-edge telecommunications technology and provides the latest real-time methods of communicating via customer call-back, email, instant messaging, text messaging to mobile phones and fax services.

About TRUEreq

TRUEreq, Inc. is the leading provider of online requirements management software for Product Lifecycle Management. Founded in March 2002, TRUEreq's mission is to eliminate the collaboration impediments that cause product failure in the marketplace. The company is led by a team of professionals with product management, enterprise software, online collaboration, and customer relationship management experience. TRUEreq is a privately held corporation whose shareholders include Jonathan C. Miller and Upstream VC. TRUEreq has offices in San Francisco, CA. and Singapore. For more information, call 1.415.229.9912 (1.866.878.3737 in the U.S.), or visit the TRUEreq Web site at <http://www.TRUEreq.com/>.

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