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EMERGITRACK VERSION 5.0 RELEASED AS BETA Ambulance Marketing Software

MiK Market Systems announced today that it has officially released EmergiTrack version 5.0 as a beta to the general public. EmergiTrack version 4.0, in use by several ambulance companies across the US, is planned for decommission as the company moves toward bringing a retail version of EmergiTrack to the market the middle of 2011 according to spokesman and Vice President of MiK Market Systems, Christopher M. Webb.

The EmergiTrack software suite, a marketing intelligence and decision support system, was introduced by MiK Market Systems in 2010 and has already helped a growing list of private ambulance companies increase revenues, lower training costs, and organize market intelligence.

Utilizing current and historical run data, the EmergiTrack system helps ambulance providers determine not only the facilities where runs are declining (or inclining) but also allows user to drill down to the precise individual responsible for the fluctuation. In markets where hundreds and sometimes thousands of unique callers exist, the EmergiTrack software takes the guesswork out of identifying which particular customers to target for positive improvement.

According to Mr. Webb, the EmergiTrack Beta version is currently being offered at a 75% discount to companies who wish to use the software on a Beta version basis. Mr. Webb indicates that version 5.0, although almost fully functional, "may have bugs and glitches that produce some errors in the software"; errors that MiK Market Systems "will fix as they are identified".

For more information on EmergiTrack and MiK Market Systems, you can visit their web site at <http://www.mikmarket.com/>.