

7x24 Exchange International Unveils Redesigned Website

For Immediate Release

New York, NY – March 31, 2015 – 7x24 Exchange International announced today the launch of a new, redesigned version of its website, www.7x24exchange.org to accommodate its growing membership and conference participant needs. Key features of the site include a more attractive design and a more engaging user experience with enhanced navigation and content.

The site's refreshed and simplified look, combined with enhanced content, and optimization for mobile devices allows members to better interact with 7x24 Exchange International. New areas throughout the site provide members with the opportunity to easily locate chapter events through the new Chapter Interactive Map, explore the new Knowledge Base of white papers and case studies, access professional resources in the Career Center and locate pertinent information through the Industry Links section. The updated 7x24 News section features press releases, archives, advertising opportunities, a call for articles, highlights from 7x24 Exchange Magazine and more. Through the enhanced Conferences section, prospective attendees can find future conference dates and locations, view the agenda, speakers, and register for the upcoming conference and exhibiting companies can discover sponsorship opportunities.

Giving back is a fundamental aspect of 7x24 Exchange International's identity and values. The Social Responsibility section of the new site demonstrates its commitment to enhancing the quality of life by participating in socially responsible activities that support deserving individuals, demonstrating concern about environmental issues, and providing funding for projects with similar goals.

"We are excited by the enhanced user experience and also that this new version maintains a useful, attractive look, regardless of which device you choose to view the site. Along with a more contemporary design, changes have been made to site-wide navigation to help members and conference participants find the information they need faster." said Bob Cassiliano, Chairman & CEO, 7x24 Exchange International and President & CEO, Business Information Services, Inc.

About 7x24 Exchange International

7x24 Exchange is the leading knowledge exchange for those who design, build, operate and maintain mission-critical enterprise information infrastructures and the primary resource for valuable information within the mission critical industry. 7x24 Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups through conferences, membership, and the 7x24 Exchange Magazine. Founded in 1989 by a group of industry visionaries, 7x24 Exchange International has grown to include more than 450 member companies and 23 chapters. Members are as diverse as the industry itself and include firms within industries such as aerospace, energy,

financial services, government, healthcare, pharmaceuticals, manufacturing, media, technology, and more. Through the expertise of its active membership, 7×24 Exchange is a leading provider of conferences enabling collaboration and knowledge sharing amongst industry professionals. 7×24 Exchange International is committed to addressing the challenges of energy efficiency and sustainability, providing continued value to member companies and conference participants and giving back through its social responsibility initiative. Additional information can be found at <http://www.7x24exchange.org>.

Contact:
Tara Oehlmann
(646) 486-3818 x104
tara@7x24exchange.org