

Etelcharge Approved by McCusker & Company as Master Reseller of
HVAC Extended Warranty Contracts
-Warranty Industry Revenues In the Hundreds of Millions Annually-

For Immediate Release

DeSoto, Texas – October 7, 2008 - Etelcharge.com (OTC BB:ETLC), in conjunction with McCusker & Company, LLC (www.mccuskerco.com), today announced that it has become a Master Reseller to sell extended warranty agreements to independent HVAC utility contractors in the US and Canada. Privately-held McCusker & Co. is a leading developer of custom support solutions including extended warranty, field and service and OEM programs that are both scalable and cost effective on an international level.

“U.S. revenues in the HVAC extended warranty industry are in the hundreds of millions annually. After extensive due diligence, we chose Etelcharge as a Master Reseller to bring up online purchasing effectively and efficiently,” stated Will McCusker, CEO of McCusker & Company, LLC. “We approved Etelcharge.com as a master reseller for this market because we are completely confident in their ability to execute.”

“This is a natural extension of our core payments technology into a colossal industry, and we’ll begin taking orders online through our website www.etelcharge.com today,” added Rob Howe, CEO of Etelcharge.com. “We are meeting a critical need for the HVAC industry with our online warranty order portal. As a Master Reseller, we are responsible for presenting the product assortment and handling the online purchase through our payments portal for the local HVAC dealer. This business has long legs; represents a huge opportunity for our company, and we intend to make the most of it. We are honored that the nation’s Warranty & Service Experts, McCusker & Company, chose us,” Howe continued.

McCusker further stated, “Additionally, Etelcharge’s status as a public company provides the transparency that will help assure both the contractors and underwriters that warranty purchases are handled in the most critical timely manner and without error, that could represent huge gains or losses to our client base.”

A marketing campaign to independent HVAC dealers will inform them of the new program and point them to the Etelcharge.com sales portal (www.Etelcharge.com) to place their orders. “The HVAC dealers will come to our portal, join up—their membership is free—choose which warranty they want and purchase it right away. Etelcharge will process those orders and transmit the information to McCusker & Company so they can activate, process and arrange for the warranty post-sale support. Both companies will be operating in the center of our core competencies to provide the optimum warranty purchasing and servicing process for independent HVAC dealers.

About McCusker & Company LLC

McCusker and Company is an extended warranty consulting firm founded by industry experts and is headquartered in Texas. They specialize in the extended warranty service contract industry providing consulting, extended warranty programs, service programs, management and support for your warranty call center and on-site service needs. They also function as litigation consulting experts on complex litigation projects, technology sales, and arbitration and industry disputes.

The firm also founded and developed "The Digital Warranty Gift Card." For more information contact us at (800) 734-0819.

About Etelcharge

Etelcharge.com (OTC BB:[ETLC.OB](#) - [News](#)), the first Web 2.0 online payment system, provides online shoppers the ability to charge approved transactions to their telephone bill. While addressing the concerns online shoppers have about identity fraud and identity theft, the Etelcharge.com payment option is also a perfect match for the millions of individuals without a credit card, or even a bank account. For more information, go to www.Etelcharge.com

This release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The statements involve a number of known and unknown risks and uncertainties that may cause actual results or outcomes to be materially different from those anticipated and discussed herein. All documents are available through the SEC's Electronic Data Gathering Analysis and Retrieval system (EDGAR) at www.sec.gov or from Etelcharge.com's website at www.Etelcharge.com. Etelcharge.com makes no commitment to revise or update any forward-looking statements except as otherwise required by law.

Contact:

Contact:
Investor Relations
ir@Etelcharge.com

Cynthia DeMonte
917-273-1717
cynthiademonte@gmail.com or
cdemonte@demonte.com