

PRESS RELEASE

For Immediate Release



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Noble Systems Continues International Growth through APAC Region *Global provider of contact center solutions sees 30% growth over past 12 months*

Atlanta, GA – October 23, 2007: **Noble Systems Corporation**, a global leader in innovative contact center technology solutions, announces its continued growth in the international marketplace. Within the past 12 months, **Noble Systems** has experienced substantial growth in the global market, **led by a 30% growth in the APAC region.**

A contributing factor to the company's significant APAC growth is the rising demand for new customer contact technologies in countries such as Australia, India, and the Philippines. In Australia, the need for contact center technology has been fueled by recent legislative issues, including Compliance with Do Not Call and other industry regulations. In 2006, **Noble Systems** partnered with Contact 1-2-1, one of Australia's leading contact service bureaus, to host the Contact Center Technology Symposium (CCTS) series with Tim Searcy of the American Teleservices Association. The seminar brought the lessons learned from the introduction of Do Not Call laws in the United States to the Australian market. In September 2007, **Noble Systems Australia** participated in the Australia Teleservices Association's annual conference, serving on two discussion panels for contact center technology solutions. Noble Systems has also been working to build new relationships in the region, and has developed VAR channels in India and the Philippines.

Based in Atlanta, Georgia, **Noble Systems** has established an operations and support structure to meet the growing needs of the global contact center automation marketplace with a network of offices to serve the Americas, EMEA, and APAC regions. This infrastructure allows the company, founded in 1989, to offer its clients and prospects around the world enhanced support for its award-winning **Noble™ Solution** suite of customer contact center automation and management technology.

“Contact centers around the world all have similar basic needs – to maximize efficiency, drive productivity, and create results, while providing a positive customer experience,” said James K Noble, Jr., founder and President/CEO of **Noble Systems**. “Our Noble solutions deliver the powerful functionality and flexibility needed to help contact centers meet and exceed their goals, remain in compliance with legislative

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actions, and turn their mission critical customer contact units into profit centers. We are excited about the new opportunities we are finding in the international environment and look forward to continuing our growth in the global business economy.”

About Noble Systems

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble™ Solution includes advanced ACD and predictive dialing; unified contact processing; and integrated IVR, recording, messaging, quality/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information, contact Lee Allum at 1.888.8NOBLE8 or visit www.noblesys.com.

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