

PRESS RELEASE

For Immediate Release



AUSTRALIA

Noble Systems Australia Pty

Paul Luketich, Managing Director Australia

(t): +(61).02.8222.0500 | (e): pluketich@noblesys.com

(w): www.noblesystems.com.au

UNITED STATES

Noble Systems Corporation

Lee Allum, VP Marketing

(t): 404.851.1331 | (e): lallum@noblesys.com

(w): www.noblesys.com

Contact 121 Receives 'Technology Innovator Award' for Contact Centre Technology from Noble Systems

Australia's premier service bureau recognized for innovations in contact centre technology

Atlanta, GA – May 29, 2008: Noble Systems Corporation, a global leader in contact centre technology solutions, recently presented the 'Technology Innovator Award' to Contact 1-2-1. The award was announced at the SNUG 2008 Conference – a gathering of the Select Noble Users Group – held this month in Atlanta, Georgia.

The 'Technology Innovator Award' recognizes Contact 1-2-1 for its innovative use of contact centre technology to improve its contact centre activities. Contact 1-2-1 is the recipient of this award for its innovative use of Noble technology. Contact 1-2-1 has built out a tightly integrated, multi-channel CRM centre in its Sydney site, developed for its support of inbound services for a leading European airline carrier in the APAC region. Contact 1-2-1 is a long-time user and has adapted the Noble product to support 5 languages, including Japanese, Korean, Thai, French, and English. In addition, they are using the Noble desktop to tie in multiple mainframe applications used by their airline client to manage customer programs, such as frequent flyer, customer loyalty, traveler ticketing, lost baggage claims, and other customer services.

The Select Noble Users Group is designed to enhance the client's investment in the Noble contact centre management solution. SNUG membership brings a variety of benefits to its members, including programs and events focused on building the relationship between Noble Systems and its clients.

"At Contact 1-2-1 we select our technology on the basis of its ability to deliver our business solutions for clients. We selected Noble Systems many years ago on the basis that their technology was truly an enabler to our solutions. We have constantly stretched the boundaries of the Noble Systems platform and we have been pleased with the results of the technology and responsiveness of the company," comments Joe Tawfik, joint Managing Director of Contact 1-2-1.

... Continued ...

PRESS RELEASE

For Immediate Release



“Contact 1-2-1 was one of our first clients in the Australian contact center market, and over the years has been one of the first users to adopt many our new technologies and to adapt them in innovative ways to support their programs,” comments Paul Luketich, Managing Director at Noble Systems Australia. “Contact 1-2-1 is truly an impressive operation and we are excited to present them this distinguished award.”

About Contact 121

Contact 1-2-1 is a leading Call Centre and BPO outsourcer that provides expertise to Blue Chip companies seeking to grow their business using multi-channel solutions. The management team has many years of experience designing and refining call centre solutions that generate measurable value. Contact 1-2-1 has invested in its people, technology and processes to ensure it can offer a Best in Class (BIC) solution for its clients. Contact 1-2-1 has three call centres based in Sydney, Gold Coast and Adelaide. www.contact121.com

About Noble Systems®

Noble Systems Corporation (NSC) is a global leader in contact centre technology solutions, providing innovative products since 1989. Tens of thousands of agents at 1,000+ client installations worldwide conduct business using the award-winning Noble® platforms for inbound/outbound/blended communications. The scalable, integrated Noble solution includes advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, Noble was the first vendor to offer an open, scalable, fully-distributed platform. For more information on this item or the company, contact Lee Allum at 1.888.866.2538 x538 (lallum@noblesys.com), or visit www.noblesys.com.

Noble, Noble Suite, Noble Systems, and the N-logo are trademarks of Noble Systems Corporation.

###