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For more information, contact:

Noble Systems

Lee Allum, VP Marketing

[p]: 404.851.1331 x. 538

[e]: lallum@noblesys.com

Diamond Resorts International® Selects Unified Contact Center Platform from Noble Systems

Leading resort and vacation ownership group partners with global contact center technology leader

Atlanta, GA – July 28, 2008: **Diamond Resorts International®** has selected the **Noble® Solution** from **Noble Systems Corporation** for blended inbound and outbound contact management in its membership sales and service center. Noble Systems is a global leader in contact center technology solutions. Diamond Resorts International® is one of the largest vacation ownership companies in the world with more than 110 branded and affiliated resorts in 14 countries. Noble Systems has led the way with innovative solutions for the resort industry for over a decade.

Diamond Resorts International® selected the Noble Solution to manage blended inbound and outbound communications for its membership sales and customer service activities. Noble's unified system gives Diamond Resorts International® a single platform to increase the productivity and efficiency of their contact center. The Noble Enterprise Solution provides tools to manage telemarketing, customer service and reservations, and collections in one integrated package. Noble combines features including predictive dialing, blended inbound routing, appointment setting, automated messaging, IVR, and account ownership, with an integrated database and a complete suite of quality monitoring, management, and reporting tools in a scalable, open environment.

"Over the next few months our marketing efforts will be augmented by the opening of our state-of-the-art National Customer Care Center in DRI's new global headquarters," says Simon Crawford-Welch, DRI's President & Chief Operating Officer. "Partnering with a proven industry leader such as Noble Systems provides DRI with a technological competitive edge needed in today's marketplace."

Adds James R. Danz, RRP, Chief Marketing Officer, Diamond Resorts International®, "It is a pleasure working with Jim Noble and his team at Noble Systems. Our relationship is strategically and technically aligned and their platform to support the DRI National Customer Care Center (DRINCCC), with

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its planned 177 stations, is just what we wanted. With DRI's high expectations, we believe Noble Systems is the partner solution that will meet and exceed those expectations. As both companies are members of the ATA (American Teleservices Association) we both believe in the integrity of our customer service touch points and ethical call center practices by following the guidelines set by the ATA to exceed State and Federal standards.”

James K. Noble, Jr., President & CEO of Noble Systems, describes the suitability of the Noble solution for the vacation ownership and resort environment, stating, “Noble Systems’ technology offers a wide-range of features, as well as the flexibility of an open database, that allows resort and vacation developments to integrate their sales, account services, and reservation scheduling activities into a common platform. With cross-functional capabilities and contact blending, agents become more productive and centers can increase efficiencies. We are honored that Diamond Resorts International® has selected to expand its relationship with Noble Systems, and we look forward to supporting their continued growth with the best contact center solutions available in the market.”

About Diamond Resorts International

Diamond Resorts International®, with global headquarters in Las Vegas, Nev., is one of the largest vacation ownership companies in the world with more than 110 branded and affiliated resorts and nearly 23,000 guest beds in 14 countries with destinations throughout the continental United States and Hawaii, Canada, Mexico, the Caribbean and Europe. Offering simplicity, choice and comfort to more than 360,000 owners and members through the branded service of more than 5,500 team members worldwide, Diamond Resorts International® is dedicated to providing its guests with effortless and relaxing vacation experiences every time, for a lifetime.

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 1,000+ 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 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 Systems 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.

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