NEWS

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For more information, contact:
Paul Luketich, *Managing Director Australia*
[t]**:** +(61).02.8222 0500
[e]: pluketich@noblesys.com

The Fuel Agency Selects the Contact Centre Technology Solution from Noble Systems for Melbourne Contact Centre

Melbourne, Australia – 18 March 2008: **Noble Systems Australia**, a global leader in contact centre technology solutions, has been selected by **The Fuel Agency (TFA)** to provide contact centre automation technology to manage all of its telemarketing and call centre activities for its Melbourne advertising operation.

The Noble Systems platform delivers a flexible, custom solution for TFA's telemarketing activities with a universal queue, built-in database, and support for a high-transaction environment. The unified **Noble® Solution** provides a development environment that will interface with the agency's existing internal applications, offering a significant performance advantage. TFA's customized system also includes digital recording, real-time and historical reporting, IVR and ACD, appointment setting and strong agent productivity enhancement tools.

"For us, the contact centre at Fuel Agency is an adjunct to a much larger operation providing the ability to enhance our multifaceted service offering to our clients. As such, we took the decision to introduce technology into this part of our operation as the next logical step in ensuring that we have the necessary tools to enhance our client experience with Fuel," says Mr. Paul Cooke, Director of The Fuel Agency. "The decision to select Noble Systems as our technology vendor was an easy one. Their experience in this area, their responsiveness to the multitude of questions we asked, and their advice in areas external to the technology were all key contributors to our decision. Coupled with this, the Noble Solution is feature rich and will grow with us as we grow. We are looking forward to implementing the solution in the coming weeks," says Mr. Cooke.

Paul Luketich, Managing Director of Noble Systems Australia, says, "Noble Systems is excited that The Fuel Agency has selected Noble Systems as its contact centre technology provider. Fuel offer a variety of services to their client base, and the integrated Noble® Solution gives TFA the tools it needs to enhance their client solution offering. Noble Systems welcomes The Fuel Agency to the Noble family of users."

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Noble Systems Australia Pty Level 6, 217 Clarence Street | Sydney Australia 2000
[p] (+61).2.82220500 | [f] (+61).2.82220555 | www.noblesys.com

About The Fuel Agency

In its eighth year, the Fuel Agency is a fully integrated communication agency based in the old Rosella building in Richmond. Fuel 's offer includes strategy development, advertising, direct marketing, on & off-line design, CRM, call centre, fulfillment, data analysis, web site (design, build, maintain and host), software development, creative, multi-media (CD Rom, DVD and Kiosk), virtual reality and digital signage. Fuel's mantra is to deliver accountable, measureable marketing. Contact John Chambers on (+61). 3 8415 8608 to find out more about how Fuel can help you business achieve and exceed your marketing communications objectives.

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 dialling; 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. Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information on this item or the company, contact us at (+61).2.8222.0500 or visit Noble Systems online at www.noblesystems.com.au.

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Noble Systems Australia Pty Level 6, 217 Clarence Street | Sydney Australia 2000
[p] (+61).2.82220500 | [f] (+61).2.82220555 | www.noblesys.com