

PRESS RELEASE

For Immediate Release



UNITED KINGDOM
Noble Amcat EMEA
Colin Chave, General Manager EMEA
(t): +44 (0) 161 772 7100 | (e): cchave@noblesys.com
(w): www.noblesys.co.uk

UNITED STATES
Noble Systems Corporation
Lee Allum, VP Marketing
(t): 404.851.1331 | (e): lallum@noblesys.com
(w): www.noblesys.com

Noble Amcat™ Strengthens European Reach with New Channel Manager

Manchester (UK) 17 April 2008 - Noble Amcat, a global leader in innovative contact centre technology solutions, today announced the appointment of Martin Macnair in a new role of International Channel Manager. Macnair will be focusing on developing business through complementary partners, focusing primarily on Europe but also extending into Middle East and Africa.

Macnair joins the company to recruit further channels to market and is responsible for identifying, appointing and managing partners outside of the UK. He has over 20 years successful business development experience and a proven track record of delivering high end call centre solutions, managed services and consultancy for industry leaders.

In 1990 Macnair moved into the Contact centre technology/CRM arena, working directly with end users, top tier systems integrators and consulting firms. He is bringing to Noble Amcat an excellent track record of direct sales including multi million pound deals with T Mobile, NTL, 3, Dialaphone, Phones4U, Orange, HM Revenue & Customs combined with extensive experience in building new business alliances throughout the EMEA region.

Noble Amcat General Manager EMEA, Colin Chave said: "I am delighted that Martin is bringing his skills and experience in international channel management to Noble Amcat. His excellent track record of achievement adds to our strengths and positioning as a global provider of contact centre solutions.

Although we already have offices in the UK, US, Germany, France, South Africa, India, Australia and the Philippines, the global contact centre market still offers a huge opportunity for Alliance Partners such as Systems Integrators and Value Added Resellers to generate additional revenues. Whilst Noble Amcat has extensive relationships with technology partners, this new focus will extend our reach into uncharted regions," Chave continued.

Since Noble and Amcat joined forces in December 2007, the company has gone from strength to strength. As a combined entity, Noble Amcat regards the scalability and flexibility of its offering as a major benefit to customers and partners, coupled with an open architecture, enables them to offer the best fit solutions for their clients at the most competitive price.

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About Noble Systems/Amcat

Noble Amcat is a global leader in contact centre technology solutions, providing innovative products since 1989. Tens of thousands of agents at over 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 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 +44 (0)161 772 7100 or visit Noble Systems online at www.noblesys.co.uk.

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