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Noble Systems Celebrates 20 Years of Innovation and Service to the Contact Center Market

Atlanta, GA – October 5, 2009: Noble Systems Corporation (NSC), a global provider of contact center technology solutions, celebrates 20 years of delivering innovative products and services for the contact center marketplace. Throughout the last two decades, Noble Systems has achieved a number of milestones, growing from a start-up technology provider to one of the industry's leading developers of contact center solutions.

Founded in 1989, Noble Systems began as a small group of contact center veterans who were looking to develop a new system for automating outbound contacts. Today, Noble Systems has more than 200 employees in offices around the world, including its Atlanta, Georgia-based corporate headquarters and sales and support centers in Sydney, Australia; Sao Paulo, Brazil; Denver, Colorado; New Dehli, India; Oklahoma City, Oklahoma; Manila, Philippines; and Manchester, UK. In 2006, James K Noble Jr, President & Co-Founder, received the American Teleservice Association's *Pioneer Award* for his dedication and support of the inbound and outbound marketplace both domestically and internationally, as well as for his leadership role in promoting the contact center industry.

Over the years, Noble's technology line has expanded from the **ATOMS®** automated dialer to the **Noble® Solution** suite for contact center management, including a unified platform for managing inbound and outbound contacts with advanced dialing, routing and IVR features, agents and center resources from workflows to workforce optimization, and quality assurance with recording and monitoring tools. Noble's innovative development efforts have been rewarded numerous times, including the most recent *TMC Labs Innovation Award* for **Noble® SIPhony**, a unique server-based solution that simplifies migration to an IP-environment.

As a corporation, Noble Systems has seen many challenges, from legislation for telemarketing and collections, to the internationalization of the industry, to the consolidation of industry vendors. The company has risen to meet these challenges, working with advocacy groups to promote the industry and providing compliance solutions for its clients. Noble Systems has expanded its global reach by entering

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new markets through new offices and a network of partnerships and has solidified its position as a market leader through the careful acquisition of complementary solutions and services, such as the 2007 acquisition of Amcat and the recent acquisition of assets from TouchStar. Today, Noble solutions are installed on tens of thousands of agent workstations at more than 3,000 client sites around the world, including some of the leading organizations in collections, financial services, outsourcing and consumer products arenas.

James K Noble Jr, President and Co-founder, says: “When my father and I founded Noble Systems Corporation, as a call center owner, our goal was to help telemarketers dial more efficiently. Watching the evolution of contact center technologies and seeing our organization emerge as a market leader for unified and best-of-breed point solutions has been a tremendous experience. Whenever I talk to our clients, the focus is not only on how our advanced technologies help them succeed in their businesses, but also on the amazing quality of the people that make up Noble Systems. The team of professionals that we have assembled has allowed us to achieve our success, and I am looking forward to seeing where the next twenty years takes us.”

About Noble Systems®

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide 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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