

PRESS RELEASE

For Immediate Release



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Noble Systems Receives Frost & Sullivan's "2009 North American Customer Value Leadership" Award

Leader in Contact Center Technology is recognized for excellence in delivering customer value

Atlanta, GA – June 1, 2009: Noble Systems Corporation, a global leader in innovative contact center technology solutions, has received the **Frost & Sullivan 2009 North American Customer Value Leadership Award**. Noble Systems received the award based on its rich experience in the outbound customer contact solutions market, strong solutions portfolio, and a singular focus on helping its customers succeed and achieve their goals.

The Frost & Sullivan *North American Customer Value Leadership Awards* are presented to the company that has best demonstrated excellence in delivering customer value through its products and services, offering superior value to customers and aiding them with increased revenues, profitability, and reduced costs. The recipient company continually focuses on providing value added products and services, in response to changing customer needs across the industry. In addition, the award winner shows an unparalleled commitment to developing technological innovations by offering products that are specific to both general and niche applications and that deliver cost-effectiveness.



"We use a number of specific criteria in determining the final ranking of competitors," notes Joe Outlaw, Principal Analyst for ICT at Frost & Sullivan. "Frost & Sullivan found that Noble Systems excels in many areas, including responsiveness to customer needs, providing value added services ensuring better Return on Investment (ROI) and product life cycle cost benefits for customers, enhanced quality and reliability of products, and technological innovation and leadership to address critical customer needs."

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James K Noble, Jr, President & CEO of Noble Systems, states, "Since the beginning, Noble Systems number-one priority has been our customers. As a company, we are focused on meeting the unique needs of each individual client, designing a customized solution for every company based upon their specific needs, rather than shoe-horning users into a 'one-size-fits-all' box. This dedication has long been recognized by our clients through their testimonials and references. Now, we are delighted to see it recognized throughout the contact center marketplace through such a prestigious organization as Frost & Sullivan."

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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 2,000+ 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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