

Noble Systems and PossibleNOW Form Contact Center Technology and Compliance Partnership

Contact center technology leader aligns with compliance expert to offer comprehensive solutions

Atlanta, GA – November 16, 2011: Noble Systems Corporation, a global leader in unified contact center technology solutions, and **PossibleNOW**, the leading provider of compliance and marketing solutions for direct marketers, today announced the formation of a renewed partnership to offer a broader, more effective suite of services to contact center and direct marketing clients.

“In today’s market, delivering the best possible contact center solution often means built-in compliance support,” said James K. Noble, Jr., founder and CEO of Noble Systems. “PossibleNOW offers the best information security and data protection services in the industry. We look forward to providing combined services and creating tailored offerings through our partnership.”

“Noble Systems offers an unparalleled suite of premise-based and cloud solutions that drive some of the largest contact center operations in the world,” said Scott Frey, President & CEO of PossibleNOW. “We believe that our compliance and information security products, applied in conjunction with Noble Systems technology, offer contact centers the best protection available on the market today.”

PossibleNOW’s expertise and experience in consumer regulatory compliance is reflected in its solutions and services. Direct marketers and contact centers use these solutions to ensure regulatory compliance with legislation including those rules about contacting wireless telephone numbers. CompliancePoint, a PossibleNOW company, provides consulting services including compliance audits, call center and vendor certification programs, and ongoing monitoring and enforcement programs. CompliancePoint is a Payment Card Industry (PCI) Qualified Security Assessor. Contact centers that handle credit card data can use CompliancePoint’s consulting and remediation services to protect this highly sensitive data.

Noble Systems and PossibleNOW will offer combined solutions that allow customers to achieve high productivity while maintaining compliance with all applicable regulations. Recent growth and technological innovation from both parties, combined with an environment of increasing domestic and international compliance responsibility, has created a significant opportunity for joint offerings and combined leadership on contact center practices related to compliance and information security.

Media Contacts

Noble Systems
Lee Allum, VP of Marketing
404.851.1331 x538
lallum@noblesystems.com

PossibleNOW
Eric Tejada, Director of Product Marketing
678.287.7754
etejada@possiblenow.com

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PRESS RELEASE

For Immediate Release



About Noble Systems

Noble Systems Corporation is a global leader in unified 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 platforms for inbound, outbound and blended communications. The scalable, integrated Noble solutions include 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.noblesystems.com.

About PossibleNOW™

PossibleNOW, headquartered in Duluth, Georgia, is the trusted source for consumer compliance, data security and marketing solutions. PossibleNOW's MyPreferences™ is an enterprise preference management solution that effectively collects and manages the contact and privacy preferences of customers and prospects including service, privacy, and marketing (opt-in and opt-out) across all marketing channels and makes the preference data actionable. CompliancePoint, a PossibleNOW company, provides consulting, audit and training services on consumer and business privacy and data security issues. For more information, call 800.585.4888 or 770.255.1020 or visit www.possiblenow.com.