

# PRESS RELEASE

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### **Noble Systems Selected to Implement Hosted Technology Solution for Conn's, Inc. Contact Center**

*Retail and consumer finance provider partners with global contact center technology leader to speed and streamline its customer contact management*

**Atlanta, GA – January 17, 2012: Noble Systems Corporation**, a global leader in unified contact center technology solutions, today announced that it was selected by Conn's, Inc. (NASDAQ/NM: CONN), a specialty retailer of consumer electronics, home appliances, furniture, mattresses, computers and lawn and garden products, to implement the cloud-based Noble<sup>®</sup> Enterprise Hosted solution to improve customer support services for Conn's collection operations.

"Noble Systems is proud to partner with Conn's," said Chris Hodges, Senior Vice-President of Sales at Noble Systems. "The cloud-based Noble Enterprise Hosted platform is a great fit for a multi-faceted, fast-growing business because of the advantages it offers in scalability and specialization."

Conn's, through its proprietary consumer credit program, provides financing to its customers for approximately 60% of its retail sales and manages all aspects of credit account collection and monitoring after the sale. Noble Systems' contact center solution will play an integral role in customer communications and account management for Conn's collection operations.

"We are pleased to be working with Noble Systems," said Theodore Wright, Conn's CEO. "Once it is fully implemented, the new system will help us improve the effectiveness of our dedicated, in-house collection operations."

#### **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/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.noblesys.com](http://www.noblesys.com).

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### **About Conn's, Inc.**

The Company is a specialty retailer currently operating 70 retail locations in Texas, Louisiana and Oklahoma: with 23 stores in the Houston area, 17 in the Dallas/Fort Worth Metroplex, eight in San Antonio, three in Austin, five in Southeast Texas, one in Corpus Christi, four in South Texas, six in Louisiana and three in Oklahoma. The Company's primary product categories include:

- Home appliances, including refrigerators, freezers, washers, dryers, dishwashers and ranges;
- Consumer electronics, including LCD, LED, 3-D, plasma and DLP televisions, camcorders, digital cameras, Blu-ray and DVD players, video game equipment, portable audio, MP3 players and home theater products;
- Furniture and mattresses, including furniture for the living room, dining room, bedroom and related accessories and mattresses; and
- Home office, including desktop, notebook, netbook and tablet computers, printers and computer accessories.

Additionally, the Company offers a variety of products on a seasonal basis, including lawn and garden equipment, and continues to introduce additional product categories for the home to help respond to its customers' product needs and to increase same store sales. Unlike many of its competitors, the Company provides flexible in-house credit options for its customers, in addition to third-party financing programs and third-party rent-to-own payment plans. In the last three years, the Company financed, on average, approximately 60% of its retail sales under its in-house financing plan.

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