

PRESS RELEASE

For Immediate Release



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James K. Noble, Jr. Receives ATA Pioneer Award *Noble Systems Founder & CEO is Honored for Outstanding Achievements in the Contact Center industry*

Atlanta, GA – October 11, 2006: James K. Noble, Jr., Founder & CEO of Noble Systems Corporation, was presented with the Pioneer Award by the American Teleservices Association. The award was presented this week at the ATA's 2006 Annual Convention and Expo.

The ATA Pioneer Award recognizes individuals who have made significant contributions to the teleservices industry. The ATA selected Mr. Noble for his dedication to the contact center industry through the development of innovative technologies and services to support the inbound and outbound marketplace both domestically and internationally, as well as for his leadership role in promoting the contact center industry and supporting the ATA's legislative efforts.

James K. Noble, Jr., has spent his entire career in the call center industry, originally with divisions of Time Life and The Hearst Corporation, where he held a variety of operational and management positions. After opening and managing his own call centers and identifying a need for call processing automation, Mr. Noble worked to develop the first Noble solution. Mr. Noble founded Noble Systems Corp. in 1989 to sell and support his innovative technology. In addition, Mr. Noble has founded or co-founded several call center outsourcing companies. Mr. Noble is an active participant in many customer contact organizations, including the American Teleservices Association, the Direct Marketing Association, and ACA International, among others.



James K. Noble, Jr.

Tim Searcy, CEO of the American Teleservices Association, states, "Jim Noble has been a leader in this industry for virtually as long as a teleservices channel has existed. His tireless efforts to improve the technology and to deliver superior results for his clients coupled with his strong belief in the business have been an inspiration to me and many others. Jim is a perfect addition to the tradition of the Pioneer Award winners."

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About ATA

The American Teleservices Association (ATA) represents the call centers, trainers, consultants and equipment suppliers that initiate, facilitate, and generate telephone, Internet, and email sales, service, and support. Call centers offer traditional and interactive services that support the e-commerce revolution, provide specialized customer service for Fortune 500 companies, and generate annual sales of more than \$500 billion. The ATA supports its members' interests through lobbying for teleservices issues, providing advanced professional education opportunities, defending the teleservices industry in the public realm, and acting as the industry's information clearinghouse.

About Noble Systems

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at hundreds of 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 dialing; 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. Based in Atlanta, GA, NSC is a part of the world's largest teleservices organization, with operations in over 30 countries. For more information, contact Lee Allum, VP Marketing, at 1.888.8NOBLE8 or visit www.noblesys.com.

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