

# PRESS RELEASE

## *For Immediate Release*



**Contact: Lee Allum**  
**VP Marketing**  
(t): 888.8.NOBLE.8 (888.866.2538)  
404.851.1331 x. 538  
(e): lallum@noblesys.com

4151 Ashford-Dunwoody Rd | Atlanta, GA 30319  
(t): 404.851.1331 | (f): 404.851.1421 | www.noblesys.com

## **Noble Systems® Announces Acquisition of AMCAT™**

**Atlanta, GA – November 7, 2007: Noble Systems Corporation**, a global leader in innovative contact center technology solutions, announced today that it has acquired **AMCAT™**, **AMCAT UK LTD**, and **AMCAT Germany GmbH**.

Noble Systems and AMCAT are significant providers in the contact center technology space all across the world. Noble Systems' significant presence in the large-enterprise market, along with AMCAT's successes in the small-enterprise and medium-enterprise markets, means the combined organization is a significant provider of tier one solutions to companies of all sizes, from start-up companies to Fortune 500 companies. In addition to the increase in market share, there are numerous stakeholders (employees, clients, shareholders, vendors, etc) that will benefit from the new organization. As a combined entity, Noble Systems/AMCAT will have a larger client base, a more diverse and attractive product offer, greater corporate scalability, a more solidified international market position, greater profitability, and increased stakeholder value.

The combining of the two companies represents a significant benefit to the client base of both organizations. James K. Noble, Jr., President & CEO of Noble Systems, says, "We are delighted with this acquisition. It represents our continuing corporate strategy to grow our business and to give maximum benefit to our stakeholders. We see the synergies of the combined companies as a major benefit for both AMCAT clients and Noble Systems' clients, and we plan to pass on these benefits as soon as possible."

Clients of both companies will continue to experience top support and service for their systems. In addition, some of the resulting marketing and operational efficiencies will go back into research and development. Harnessing the best talents, and adoption of the best practices from both organizations will result in the company's ability to better meet the changing needs of the marketplace.

Noble Systems/AMCAT will have a more robust offer that provides solutions that accommodate the needs of a very small business to a very large business, from a full-featured Windows environment to a highly scalable Linux environment, from an easy turnkey solution to a more robust and more complex toolkit

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type of solution. Part of the development plans call for the creation of a common interface to provide users with a unified product experience, regardless of which system is “behind the scenes”.

“Our immediate plans include talking with our clients from both companies and answering any questions they may have, and delivering the message of the benefits of the acquisition. Our long term plans are to continue building value and performance in our contact center technology solutions. Regardless of what platform you own, Noble Systems/AMCAT will provide a growth path for you, give you the stability, flexibility, and feature-set of tier one solutions, and continue to maximize your return on investment,” said James K. Noble, Jr., President & CEO of Noble Systems.

### **About Amcat**

Amcat™ customer interaction management solutions help companies grow their business while providing the flexibility to adapt to changing business requirements. Amcat’s contact center software is scalable, allowing businesses to expand while their communication infrastructure scales and grows with them. Built from decades of customer care expertise, Amcat solutions are easy to use and reliable, driving more productive customer interactions. Today, Amcat is helping over 1,000 companies grow their business while increasing revenue, reducing costs, improving customer service and adapting to market change. That’s Amcat. Smart contact. Smart business. For more information visit [www.amcat.com](http://www.amcat.com) or call 1-800-364-5518.

### **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 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; 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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