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Noble Systems Supports the American Teleservices Association as an Event Sponsor for the ATA 2007 Convention and Expo

Leading contact center technology provider returns as a 6-time sponsor of the national event

Atlanta, GA – September 18, 2007: Noble Systems Corporation, a global leader in contact center technology solutions, is working with the American Teleservices Association to help Sponsor “Creating ICE in the Desert”, the ATA’s 2007 Convention and Expo. This is the sixth consecutive year in which Noble Systems has sponsored the ATA’s national conference. As an Event Sponsor, Noble Systems will support the convention through participation in conference sessions and in the exhibit hall.

Noble Systems is proud to continue its support of the teleservices industry as a sponsor of the ATA’s 2007 Convention and Exposition. At the expo, Noble Systems will feature its unified contact center platform for managing inbound and outbound communications. Noble Systems will again be hosting the popular *Cyber Café* in the exhibit hall, providing convention attendees a place to meet, relax, and check email via the web. In addition, Chris Hodges, Senior VP Sales and Marketing, will be leading “The Power of Performance: Improving Contact Center Productivity at St Jude Children’s Research Hospital” on Monday, October 1. This case study will highlight how the nation’s 3rd largest healthcare charity is using the Noble Solution to increase the ideal customer experience to recruit volunteers and raise funds for its pediatric services. Mr. Hodges will also serve as a panelist in the “Tough Questions about the Future of Technology” discussion on Tuesday, October 2.

James K. Noble, Jr., President and CEO of Noble Systems, said, “We value our relationship with the ATA highly, working with the group on both the national and local levels, and have great respect for the work the association does to promote the teleservices industry. The ATA is the premier association for the contact center industry, committed to representing its members’ business interests while providing continuing professional education services. We are honored to have the opportunity to return as a Sponsor for the 2007 annual event and to have the chance to help teleservices organizations present the ideal customer experience in their contact centers.”

Tim Searcy, ATA Chief Executive Officer, stated, “ATA is excited to have Noble Systems as a Sponsor again this year. Consider the current state of the teleservices channel, specifically, customer service and

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telesales. A lack of positive customer experience has spawned consumer complaints leading to new laws regulating the industry and the promise of even more unwanted government attention in the future. Noble Systems' expertise in this realm of Teleservices is an absolute necessity in our recipe for the ideal customer experience."

The ATA 2007 event takes place September 30 – October 3 at the Hyatt Regency Scottsdale. At this year's convention "Creating ICE in the Desert", the ATA will continue to spread its message of creating the "ideal customer experience" (ICE) for companies within Teleservices. The ATA will be host to 600+ attendees participating in top-level educational sessions, business-building events and an 80+ vendor exhibition, all centered around creating loyalty, positive word of mouth and profit by delivering the ideal customer experience.

About ATA

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. Founded in 1983, the American Teleservices Association (ATA) represents more than 4,000 contact centers that account for over 1.8 million professionals worldwide. www.ataconnect.org

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.

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