



**FOR IMMEDIATE RELEASE**

**Knowlagent® Executive Recognized as Top Entrepreneur by *Catalyst* Magazine**

*-- Matt McConnell, Co-Founder and Co-Chairman, Listed as One of  
2005's Innovative Business Leaders --*

**ATLANTA – (August 30, 2005)** – Knowlagent, the only solutions provider that guarantees rapid revenue growth from the customer service channel today announced Co-Founder and Co-Chairman Matt McConnell's recognition as one of Atlanta's top entrepreneurs by *Catalyst* magazine. This list was recently published in the July edition of *Catalyst*, Solutions for Growing Your Business.

McConnell, along with Co-Founder and CTO John McIlwaine, formulated the vision for helping clients improve the performance of customer service agents with performance support software and services in 1995. Today, Knowlagent is a recognized leader in providing software solutions for call centers and boasts five consecutive years of revenue growth.

McConnell is responsible for the market strategy and the business development activities of Knowlagent. He is the author of the book "Customer Service at a Crossroads" and the holder of numerous software patents. He graduated from Georgia Institute of Technology in 1994 with a bachelor's degree in Industrial and Systems Engineering.

"I share this honor with my co-founder John McIlwaine, as well as everyone at Knowlagent who strives each day to provide the best solution possible to our customers," said McConnell. "Everybody here at Knowlagent is excited to be included in this prestigious list of Atlanta entrepreneurs."

*Catalyst* magazine, in conjunction with The Reznick Group, compiled the *Catalyst* "Top 50 Entrepreneurs," recognizing those who are leading the city's best-performing small to mid-size companies. The partnership collected data on public and private companies with \$5 million to \$100 million in projected 2005 revenue, as well as information on significant industry awards received in the past, outstanding achievements, and major milestones.

Important to *Catalyst*'s selection process, Knowlagent has significantly increased revenue over the past three years. Also of note, Knowlagent's patented r7 solution received "Product of the Year" for 2004 by *Customer Inter@ction Solutions* magazine. Additionally, the company recently completed the development of a new product offering, executed its first customer conference, and made considerable additions to the company's leadership team.

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***About Knowlagent:***

Knowlagent helps innovative companies create rapid and sustainable revenue growth from the service environment. The Knowlagent solution allows customers to generate exceptional sales growth in the service environment, leveraging current investments in service personnel and technologies, and without disrupting critical service levels. Knowlagent is the foundation of sales and service excellence every day for Fortune 500 companies in the financial services, retail, telecommunications and healthcare industries. For more information, call 888-566-9457 or visit [www.knowlagent.com](http://www.knowlagent.com).

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