

Knowlagent Named "Cool Vendor" by Leading Analyst Firm

-- Vendors' Selection Based on How Innovative, Impactful and Intriguing They Are --

ATLANTA – (April 19, 2005) -- Knowlagent, the only software solutions provider that *guarantees* rapid revenue growth from the service channel, today announced it is included in the list of "Cool Vendors" in the "Cool Vendors in Customer Relationship Management (March 22, 2005 by Jim Davies et al.)" report by Gartner, Inc.

Knowlagent is one of 12 vendors chosen for the "Cool Vendors" report. The vendors chosen by Gartner's CRM analysts for this report represent companies working at the leading edge of CRM technology. According to the report, all 12 vendors have a commonality in that they are able to quantify the business value they bring to the marketing, customer service or sales organizations served.

"Knowlagent has built its reputation by consistently staying ahead of the industry, and helping customers address their business issues with innovative and impactful solutions, such as driving revenue from the service channel," said Rusty Gordon, chief executive officer of Knowlagent. "It's rewarding that Gartner has recognized how we are redefining our market segment and leading customers to expect more from the service channel."

Knowlagent's r7 solution responds to today's market demand to drive revenue from the service environment. It provides the only complete roadmap for successfully and rapidly driving sales through the service channel with a combination of tools and proven processes that create measurable revenue results in less than 60 days. The r7 solution allows companies to effectively leverage current investments in people, process and technology to solve the most important and pressing challenges that impact the attainment of revenue goals and customer satisfaction results.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About Knowlagent

Knowlagent helps innovative companies create rapid and sustainable sales 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.