

Knowlagent's® New Customer Conference Catalyst Showcases Innovators Sharing Best Practices for Building a Revenue Dimension in the Call Center

-- Conference Includes Exclusive Tour of Knowlagent Customer Coca-Cola Enterprises Contact Center --

ATLANTA – (Feb. 18, 2005) – Knowlagent, the only solutions provider that guarantees rapid revenue growth from the customer service channel, today announced that its first annual customer conference – *Catalyst* – will take place May 16-18, 2005 at Saddlebrook Resort in Tampa, Fla. The three-day conference, themed *Share the Present. See the Future.* will deliver key learnings and best practices in many areas, including Knowlagent's industry-leading specialty – building a revenue generating capability in a current service channel.

Catalyst is promoting "leaders learning from leaders" by bringing together innovators in an open forum. Jane Stewart of T-Mobile, Bill Brubaker of CIGNA, Polly Reid of Wells Fargo, Robb Munson of Kaiser Permanente, Nita Pennardt of Coca-Cola Enterprises (CCE), among others will be providing insight to current trends, challenges and solutions – including extracting more value from the service channel – in today's contact centers and the customer service industry. Hosting the line-up of dynamic corporate visionaries sharing their expertise at the conference is Knowlagent Chief Executive Officer Rusty Gordon.

With several of Knowlagent's customers operating contact centers in and around Tampa, Fla., the company is providing an unparalleled offering in customer conferences with an executive excursion to observe operations at the less-than-two-year-old center for Coca-Cola Enterprises, the world's largest marketer, distributor and producer of bottled and canned liquid nonalcoholic refreshment. Opened in July 2003 with 50 agents, and led by Vice President Nita Pennardt, the CCE contact center has grown to house more than 430 agents, generating approximately \$700,000 in gross revenue per day. Pennardt attributes its success to effectively utilizing Knowlagent's r7 solution and a focus on high-quality customer satisfaction.

"Today's business savvy companies are focused on repositioning their contact centers to drive customer loyalty while contributing to revenue growth, and our customers know that Knowlagent has the proven solution that delivers results fast," said Rusty Gordon, chief executive officer of Knowlagent. "With *Catalyst*, we are going a step further to provide an open forum where our customers, who are catalysts in their industry, can share their knowledge with each other – essentially, leaders learning from leaders."

Knowlagent's *Catalyst* is designed as an executive track where attendees will hear case studies from industry thought leaders who have successfully transformed their operations to drive significant improvements in their call center effectiveness, including increases in sales and customer satisfaction. The event offers customers a unique occasion to share and learn best practices, to hear from industry experts, in addition to seeing hands-on demonstrations of Knowlagent's new r7 enhancements for 2005.

Kicking off the conference as keynote speaker is Bonnie Blair, the most decorated Winter Olympian in U.S. history. Blair is the only female, and the only winter Olympian, to win five gold medals and one bronze medal in individual events. Her address, entitled "Achieving Your Personal Best," will share how she has transferred the same ideals she faced as an athlete into the real world, and achieved personal success through dedication, balance and the ability to take a risk.

For more information or to register for *Catalyst*, please visit www.knowlagent.com/conference

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.