

Knowlagent® Recognized for Solution Innovation and Executive Leadership

Knowlagent's r7 Solution Named "Product of the Year," CEO Lauded as Top Entrepreneur

ATLANTA – (January 20, 2005) – Knowlagent, the only solutions provider that guarantees rapid sales growth from the customer service center, today announced a successful finish to 2004 with a series of awards and recognitions from top technology and business press for its patented r7 solution, outstanding company performance and executive leadership.

"Service centers are a very critical yet generally underutilized asset of most companies. When service centers are deployed with Knowlagent's r7 – each and every time, and within 30 days – they increase sales, customer satisfaction and efficiency metrics," said Rusty Gordon, chief executive officer of Knowlagent. "While being acknowledged by the industry is gratifying, it's the results our customers are experiencing first hand that truly indicates we have created the 'product of the year'...if not the decade."

Product Innovation

Most recently Technology Marketing Corporation (TMC®)'s *Customer Inter@ction Solutions* magazine, a leading publication in the CRM, call center and teleservices industries, named Knowlagent as a recipient of a 2004 Product of the Year Award for the company's r7 solution. This marks the second consecutive year r7 has received the Product of the Year Award from *Customer Inter@ction Solutions*, which will publish all award winners in the January 2005 issue.

Knowlagent's r7 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.

Company Performance

Knowlagent was recognized for the fourth consecutive year by Software Magazine in The Software 500, a revenue-based ranking of the world's largest software and services suppliers targeting enterprise IT organizations.

The Software 500 includes both private and public companies; 30% of the 2004 Software 500 companies are private, as is Knowlagent. Any company may submit financial and product information via the annual Software 500 survey, conducted 100% on the Web.

The ranking is based on total worldwide software and service revenue for 2003. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at www.Softwaremag.com, as well as from public documents.

Executive Leadership

Knowlagent Chief Executive Officer Rusty Gordon received acclaim as well in 2004 as he was included in the annual Top 50 Entrepreneurs in Atlanta list by Catalyst magazine. The most recent list was published in the August 2004 issue of Catalyst and marks Gordon's fourth year being included.

Catalyst partnered with Grant Thornton, a global accounting and business advisory firm, to compile the 2004 list. Each person selected directs a company with revenues between \$5 million and \$100 million. Selection to the list was based on financial performance both in terms of revenue and earnings growth, industry awards, new products, patents, acquisitions, milestones, as well as individual achievements such as the entrepreneur's innovation, reputation and leadership.

Prior to joining Knowlagent in 2001, Gordon was CEO of iFleet. In 1994, he established NetTOOLS as the standard network administration tool for over 40 percent of Fortune 500 companies, with equal representation in European companies. Additionally, Gordon was founder and CEO of Choice Retail Systems, president of The Retail Alliance and general manager for Retail Sciences and Peachtree Software Inc.

About TMC

Celebrating more than 30 years as a leading publisher, Technology Marketing Corporation (TMC®) publishes *Customer Inter@ction Solutions*® and *INTERNET TELEPHONY*® magazines, Web portal TMCnet.com, and the online publications SIP™, Speech-World™, VoIP Developer™, WiFi Telephony™, WiMAX™, Alternative Power™ and BiometriTech™. TMC® is also the first publisher to test new products in its own on-site laboratories, TMC® Labs. TMC® produces INTERNET TELEPHONY® Conference & EXPO, VoIP Developer Conference and Global Call Center Outsourcing Summit. TMC offers live and online certification programs through TMC University. TMCnet.com publishes more than 14 online newsletters. Visit www.tmcnet.com for details.

About Softwaremag.com, The IT Software Journal

Softwaremag.com, The IT Software Journal, is the Web publishing effort of Software Magazine, a brand name in the industry for over 20 years. Softwaremag.com is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies, now in its 22nd year. Software Magazine and Softwaremag.com are owned and operated by King Content Co., the Web content development and publishing firm run by John P. Desmond.

About Catalyst

Catalyst is a business publication for today's executives of small and medium-sized businesses. We provide our readers with introductions to people they want – and need –to know; instructions on how to run and grow their organization; and information on issues that are important to their business.

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.