

Knowlagent® Strengthens Leadership Team With CFO and VP Marketing Appointments

Industry Veterans to Accelerate Growth and Ensure Customer Success

ATLANTA– (January 19, 2005) – Knowlagent, the only solutions provider that guarantees rapid sales growth from the customer service center, today announced the expansion of its senior leadership team. Curtis Cain has been appointed Chief Financial Officer and Debbie Qaqish has been named Vice President of Marketing. Cain and Qaqish will report to CEO Rusty Gordon to further accelerate company growth and drive operational excellence with a focus on customer results and satisfaction. The additions occur as the company closes out 2004 with 48% revenue growth over 2003 and its distinguished achievement of being the only provider of call center software solutions to reach the desktops of more than 150,000 customer service center agents for industry leaders in telecommunications, financial services, retail and healthcare.

Cain brings to Knowlagent 20 years of experience in general management with 13 years specific to technology, primarily with software companies. Most recently, Cain was the CFO of XcelleNet, a leading enterprise software company in the mobile infrastructure space that was sold to Sybase in May 2004. Previous positions include CFO & EVP Business Development for iFLEET; CEO & COO of ADAM Software, and Captain in the United States Marine Corps. His background includes strategic planning, mergers and acquisitions, IPO, debt and equity funding, business development, legal affairs, and general operations in high-growth environments. Cain earned his MBA from the Harvard Business School, MS in Information Systems Management from the University of Southern California, and BS in Industrial Engineering from Oregon State.

Qaqish's sales focused background is instrumental to her position at Knowlagent as the need to drive revenue from the service center dramatically increases. Qaqish, whose experience encompasses more than 20 years of leading and energizing sales and marketing teams, will spearhead Knowlagent's corporate marketing strategy and communications, market acquisition and product marketing functions. Among her strengths is the ability to drive double-digit revenue growth for mid-market companies by institutionalizing customer-centric cultures via integrated sales and marketing methodologies. Prior to Knowlagent, Qaqish created and published The CSO (Chief Selling Officer) Methodology. The CSO Method shows how revenue performance is linked to an organization's key processes for getting, keeping and growing profitable client relationships, impacting all functional areas of an organization. Qaqish has held a number of executive positions with CRM and performance management companies, including CAS Americas, FirstWave Technologies, NIIT, and ExecuTrain. Qaqish holds an MBA from Kennesaw State University and BS in International Business from Auburn University.

Knowlagent's solution, 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.

"Our appointment of Curt and Debbie is a clear indicator of our commitment to support our customers' needs to successfully incorporate a sales-driven culture within the existing service framework," said Gordon. "Their expertise will be invaluable to ensure that our customers, who have concluded that their service centers are one of the most important assets of their company, continue to build loyalty that results in happier customers, increased sales, and lower costs of doing 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.