



FOR IMMEDIATE RELEASE

KNOWLAGENT INTRODUCES MULTIPLE SOLUTIONS FOR GREATER CUSTOMER FLEXIBILITY AND SUCCESS

-- Getting Better Just Got Easier for Frontline Employees through Knowlagent Solutions --

ATLANTA – (Sept. 13, 2006) – Knowlagent, the only provider of frontline execution solutions that turn business strategy into measurable results, today announced it has reengineered its flagship solution – Knowlagent r8 – into four new, individual offerings. In doing so, the company is providing its customers with an easier, faster way to solve their immediate call center needs.

“It’s an irrefutable fact that the call center industry is a sea of change; but the one constant our customers can always count on is that Knowlagent is driving value in their business operations every day,” said Rusty Gordon, chief executive officer of Knowlagent. “Introducing Knowlagent Solutions is one more step in cementing our customer relationships as it not only makes it easier for our customers to work with us, but it also will help them address their problems quicker. It is what they told us they wanted, and we listened.”

Knowlagent understands the demand on call center executives to reduce operating costs while maintaining quality service and adding value to the business. Common components to adding the “value” being sought include improving agent productivity, increasing revenue and reducing attrition – all of which are addressed by one or more of the Knowlagent Solutions.

The new Solutions provide customers with the same patented technologies, processes and best practices as r8 and directly deliver measurable results – in just 90 days – with less hassle to solve the most common frontline problems. Knowlagent Solutions are unobtrusive and do not impact operational metrics as personalized real-time content is delivered to the agent during downtimes.

Knowlagent Solutions includes:

- **Knowlagent® Job Match:** delivers immediate improvements in attrition and productivity by helping companies hire the right people from the start, and placing them where they will be most effective and productive.
- **Knowlagent® Initial Training:** reduces new-hire training time and costs in the call center by providing proven training processes, content, and realistic simulations and testing to ensure higher productivity from new agents.
- **Knowlagent® Continuing Training & Communications:** improves agent performance by finding time in the chaotic call center environment for ongoing training and communication – without taking agents off the frontline.
- **Knowlagent® Coaching & Performance Management:** provides the tools, processes, skills, and measurements needed to effectively coach and change agent behavior while allowing management to measure the impact of coaching activities

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Knowlagent Introduces *Knowlagent Solutions*

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“We believe that Knowlagent Solutions is the missing link between business process optimization (BPO) and ROI,” said Gordon. “It is the implementation of these processes that make all of the difference, and Knowlagent solves this problem by executing proven people-related business processes where it counts – the frontline.”

Knowlagent’s new offerings are not only attractive to its customers, but open new avenues of growth for the company as well. By offering four nimble solutions as opposed to a large, single solution, Knowlagent’s software is now more affordable for mid-market companies. Additionally, where Knowlagent’s solutions were traditionally designed for the call center industry, the individual solutions can be used in other business problem areas, such as the use of Knowlagent Job Match by human resource departments.

After five years of continuous growth, Knowlagent was ranked Number 168 on the 2005 Deloitte Technology Fast 500, a ranking of the 500 fastest growing technology companies in North America. The company was also ranked in the top 10 of the 2005 Deloitte Technology Fast 50 for Georgia, and recognized in *Software Magazine’s* annual “Software 500” ranking. Knowlagent’s patented solution has received numerous “Product of the Year” designations from *Customer Inter@ction Solutions* magazine and *Call Center Magazine*, while both the company’s Chief Executive Officer Rusty Gordon and Co-founder Matt McConnell have been included in *Catalyst* magazine’s “Top 50 Entrepreneurs in Atlanta” list.

About Knowlagent:

Knowlagent is the only provider of frontline execution solutions that turn business strategy into measurable results. Through its premise-based and On Demand solutions, Knowlagent provides the framework and methodology to ensure the successful execution of critical business processes in the key areas that have the greatest impact on frontline performance: hiring, training, communications and performance management. Founded in 1995, Knowlagent is a privately held company headquartered in Alpharetta, Ga. For more information, call 888-566-9457 or visit www.knowlagent.com.

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