



FOR IMMEDIATE RELEASE

**DAN GETZEWICH JOINS KNOWLAGENT AS SENIOR VICE PRESIDENT
OF SALES AND BUSINESS DEVELOPMENT**

--Call center veteran joins management team to lead direct and channel sales efforts--

ATLANTA – (December 15, 2008) – Knowlagent, a leading provider of on-demand solutions for managing call centers, announces the appointment of Dan Getzewich as Senior Vice President of Sales and Business Development. Getzewich is a seasoned customer management executive, dedicating most of his career to the strategy, development and execution of large customer care organizations.

As SVP of Sales and Business Development, Getzewich will be responsible for driving sales volume and velocity through direct and channel sales. Prior to joining Knowlagent, Dan was President of DMG Business Consulting, providing business development support and operational guidance for many of the largest call center and outsourcing organizations in the world.

Prior to DMG, Dan was responsible for the leadership, strategy and execution of Nextel's customer care organization, generating annual revenues of \$100 million and supporting 16 million customers through a combination of 8,000 in-house and outsourced call center agents. During this time, Nextel was the wireless industry leader in customer retention, cost per subscriber served, and the 2003 recipient of the J.D. Powers Award for the best customer service in the wireless industry.

Dan has also held several executive management positions in the areas of finance, operations, and sales with both Nextel and Verizon Wireless.

"We are very excited to have someone who thinks like our customers on our management team," said Matt McConnell, Knowlagent CEO. "Dan brings a unique insight into the call center executive's challenges that will ensure

Knowlagent stays focused on meeting our customers' needs with simple solutions to common agent management problems."

About Knowlagent

Over 200,000 agents and managers around the world use Knowlagent's on-demand call center solutions every day. For 13 years, Knowlagent's software, which combines patented technology with a proven methodology, has been a driving force behind the success of many Fortune 500 sales, service and collections organizations. Knowlagent's simple, on-demand solutions for common agent management problems require no capital expenditures and are deployable in 30 days, enabling more companies to optimize their frontline performance faster and more affordably than ever before. For more information, call 888-566-9457 or visit us online at www.knowlagent.com.

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