



FOR IMMEDIATE RELEASE

KNOWLAGENT WELCOMES MARK MOREL TO BOARD OF DIRECTORS

--Morel brings Software as a Service (SaaS) expertise to on-demand software provider--

ATLANTA – (July 16, 2008) – Knowlagent, a leading provider of on-demand solutions for managing call centers, announced today that technology veteran Mark Morel has joined its board of directors.

Mark brings extensive operating experience in management, finance and Software as a Service (SaaS) expertise to the Knowlagent board. Currently, Mark serves as chairman and CEO of Whoop, Inc., a leading mobile content enabling marketing firm.

Prior to joining Whoop, Mark was president and CEO of Procuri, Inc., a leader in the on-demand supply management marketplace. After co-founding the company in 1999, Mark recruited its entire senior management team and raised over \$9 million in angel funding and over \$22.5 million in venture capital in two rounds of fundraising. A pioneer of the SaaS concept in the supply chain space, Mark grew global operations to over 165 people and under his leadership, the company's global user base grew to more than 200,000 users in over 180 countries. Procuri was recently sold to Ariba for an estimated \$103 million.

Mark's experience in the SaaS space is an invaluable resource for Knowlagent, which recently shifted to an exclusively on-demand delivery model of its popular call center agent performance improvement software. Recent industry reports predict that the SaaS sector is projected to reach over \$10 billion in the next several years.

"The way consumers view software and technology has changed," said Morel. "As customers have become more technologically savvy, the demand

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for solutions that are more efficient, less expensive, and easier to implement has increased. Knowlagent's customers will benefit from a flexible product that can easily scale and evolve to fit their specific needs, which leads to faster adoption and more immediate returns."

Before founding Procuri, Mark co-founded the private medical prison firm Just Care, Inc., which is still operational today and valued at over \$50 million. He also founded and served on the board of directors and as president and COO of Multi-Media Data Systems, a healthcare software development firm that grew to a \$135 million business in just five years. Prior to this, he served as president of U.S. operations for global financial services firm Meridian VAT Reclaim, Inc., which sold to PRG Schultz for \$190 million.

"We are excited to add someone with Mark's business expertise and esteemed personal character to our board of directors," said Matt McConnell, Knowlagent CEO. "As we continue to be a leading provider of on-demand solutions to the call center industry, having a SaaS pioneer like Mark on board will help us better serve our clients. As the SaaS market continues to grow, Knowlagent and its customers will be ahead of the curve."

About Knowlagent

Over 200,000 agents and managers around the world use Knowlagent's on-demand call center solutions every day. For more than a decade, 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, enabling these companies to optimize their frontline performance faster and more affordably than ever before. Knowlagent's on-demand solutions for managing call centers help customers increase sales, improve agent retention, decrease handle time, drive collections, improve first call resolution, roll out new products and services, and increase regulatory compliance. For more information, call 888-566-9457 or visit us online at www.knowlagent.com.

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