



FOR IMMEDIATE RELEASE

KNOWLAGENT ANNOUNCES EXCLUSIVE ON-DEMAND OFFERING OF ITS AGENT PERFORMANCE IMPROVEMENT SOLUTION

--New Software as a Service (SaaS) solution offers customers a way to lower upfront costs, reduce overall risk, and experience superior results in a fraction of the time--

ATLANTA – (January 7, 2008) – Knowlagent, a leading provider of on-demand solutions for managing call centers, announced today that its popular software and proven methodology is now exclusively available as an on-demand solution.

The company, which began offering its product as a Software as a Service (SaaS) solution in 2007, has extended its on-demand offering in response to overwhelming market acceptance and increased customer demand.

SaaS continues to impact today's technology landscape, changing the way consumers view software. According to recent industry reports, the SaaS sector is projected to reach over \$10 billion in the next several years.

"With Knowlagent On-Demand, our agent performance improvement tools are entirely deliverable over the Web," said Matt McConnell, Knowlagent CEO. "Customers can accelerate adoption and quickly add value to their business without the risks and costs associated with implementing traditional software and hardware. Upfront costs are lower, overall risk is reduced, and superior results can be achieved in a fraction of the time."

With its on-demand solution, Knowlagent provides Fortune 500 clients with a flexible product to optimize their frontline agent performance faster and more affordably than ever before.

Implementations that once took months can now be completed in a matter

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of days. There is no technology to maintain, no infrastructure or hardware to purchase, no maintenance fees, and functionality upgrades to the software are frequent, automatic and free. Because of the flexible, easy-to-use Web-based delivery, usability is increased and Knowlagent's superior online training and technical support services drive quick adoption, increasing the solution's overall value.

In a recent study by TripleTree, a leading investment banking firm in the Software as a Service sector, "SaaS is not just about a new way of creating, delivering, selling and utilizing applications, but a philosophical change about how to solve some of the biggest customer challenges faced by earlier generations of technology – cost, complexity, time-to-market, risk, and ease of use."

With on-demand offerings, the risk of technology purchases shifts from the customer to the supplier. The result is a more customer-centric approach that effectively manages the total cost of ownership towards continual value over the entire application lifecycle.

"Knowlagent On-Demand is simple to deploy and measurable results are seen almost immediately," said McConnell. "Customers benefit from more predictable costs, lower risks, and faster returns overall."

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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