



FOR IMMEDIATE RELEASE

KNOWLAGENT AND UCN ANNOUNCE STRATEGIC ALLIANCE

Partnership designed to transform enterprise contact centers from reactive cost centers to proactive value contributors

ATLANTA – (August 9, 2007) – Knowlagent, a leading provider of on-demand solutions for managing call centers, announced today that it has entered into a strategic alliance with UCN, Inc. (OTCBB:UCNN), the leading provider of all-in-one, off premise contact center software. As part of the partnership, the companies will release an integrated product focused on improving the skill and performance of the contact center agent.

The addition of the Knowlagent On-Demand family of products to the UCN InContact® family of products gives UCN's customers the ability to improve call center agent performance through more effective hiring, training, communications and coaching.

The new integrated solution is based on real-time data transfers between the two companies' product suites.

"The most significant challenge service executives face is transitioning their operations from cost centers to profit centers capable of up-selling and retaining customers. The key to this transition is knowing when and how to train their people," explains Paul Jarman, CEO of UCN. "Knowlagent has developed this ability and is delivering this service to an impressive list of customers. The combination of our two industry leading products will create a powerful agent improvement solution that most service executives do not have cost effective access to today."

Companies are just scratching the surface in terms of using the contact center to improve the creation and retention of revenue. A 2006 McKinsey & Company Quarterly article entitled, *Using Call Centers to Boost Revenue*, emphasized that companies fail to tap the full revenue potential of their call centers because they don't understand the extent of the opportunity.

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"Because of increasing competitiveness among businesses, companies are now looking to drive value and wallet share from existing customers. The contact center is a great mechanism for doing that," said Matt McConnell, Knowlagent CEO. "This move to value creation in the contact center is the key reason why our relationship with UCN is so strategic and timely."

About UCN, Inc.

UCN (OTCBB: UCNN) is the leading provider of all-in-one, off-premises contact handling services that improve the customer contact experience and the productivity of those handling the contacts. InContact® includes an integrated suite of core contact handling applications, including contact routing, interactive menus, database integration, automated surveys and scoring analysis, reporting, monitoring, recording, administration and workforce scheduling and forecasting applications. InControl™ is a unique, rapid application development tool that enables inContact customers to develop highly flexible, customized business contact handling processes in record time. To learn more about UCN visit www.ucn.net.

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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