

Knowlagent® Philanthropic Program Benefits Georgia's Foster Children

Company Employees Open Hearts to Make Generous Donation To Roswell-Based, The Foster Parent Support Foundation, Ending Its Largest Sponsored Community Project

ATLANTA, GA – July 13, 2004 – Knowlagent, the exclusive provider of software solutions that build best performers fast in customer service centers, announced today that its 70 employees have made a generous donation to benefit Georgia's foster children. The company presented Rachel Ewald, Founder and Chairman of Roswell-based, The Foster Parent Support Foundation, with an extraordinary donation of over 1,425 items of new clothing, estimated to outfit over 100 foster children. The donation of summer attire includes bathing suits, shorts, shirts, under clothes, car seats and shoes.

The Foster Parent Support Foundation is the largest community project sponsored by Knowlagent employees to date. Knowlagent participates in corporate giving year-round and has held several drives to benefit North Fulton Community Charities, including the collection of food, backpacks, school supplies, and blankets.

The Foster Parent Support Foundation was established to give assistance to the children within Georgia's foster care system. This organization, which began in 1996 and became incorporated in April 2000, is the only resource for at-risk foster children within the state. The foundation is entirely managed and staffed through volunteers from surrounding communities, civic groups, businesses, churches and schools. All contributions are provided through private and corporate tax-free donations.

"Foster parents are volunteers that are helping to make the life of a child a little better and safer," said Ewald. "They should not have to face this financial burden alone. We know that one person alone can not solve the problems that we have in Georgia's foster care system, but when one person plus one person plus, as in this case, more and more step in to help; it's amazing what can be accomplished. Having a company like Knowlagent take on this challenge shows that people do care and can do something to keep these children from becoming invisible and forgotten," she added.

There are approximately 15,000 children in Georgia's foster care program, of which more than half or about 9,000 children are raised in foster homes on as little as \$12.75 per day. That amount of money is expected to buy cribs, strollers, diapers, food and 90% of the clothes that a child will need.

"When we learned of the limited assistance foster parents receive from the state, we were touched and wanted to reach out and help," said Cindy Molitor, vice president of human resources for Knowlagent. "As a company, we feel compelled to share our good fortune with the community in which we live and work."

Creativity Pays Off for Employees and Georgia's Foster Children

Knowlagent kicked off the Foster Parent Support campaign in early May. Employees divided into four teams to compete to be the team to collect the most clothing. A variety of games and events were held to raise money (and have fun!) for the program, including:

A raffle to shave the head of a company executive to whomever had the highest bid.

Selling tickets to a "movie-over-lunch" held in the company's break room.

Cashing in American Express credit card points to obtain a new TV that was raffled to employees who purchased tickets.

Knowlagent and The Foster Parent Support Organization came together initially via the friendship between the company's CEO, Rusty Gordon, and Ewald. "For us, sponsoring Rachel and her organization is practicing what we preach," said Gordon. "To be a great company that services our customers with a passion, we must constantly learn and practice serving others. It's not a job, but rather a way of life."

About Knowlagent

Knowlagent helps innovative companies create rapid and sustainable sales growth from the service

environment. The Knowlagent solution allows customers to generate exceptional sales growth in the service environment, leveraging current investments in service personnel and technologies, and without disrupting critical service levels. Knowlagent is the foundation of sales and service excellence every day for Fortune 500 companies in the financial services, retail, telecommunications and healthcare industries. For more information, call 888-566-9457 or visit www.knowlagent.com.