



FOR IMMEDIATE RELEASE

KNOWLAGENT INCREASES SALES POWER WITH THREE NEW DIRECTORS

--Sales Specialists to Focus on Telecommunications, Financial Services, and Insurance--

ATLANTA – (May 9, 2006) – Knowlagent, the only solutions provider that effectively balances revenue growth with cost reduction in the customer service channel, today announced the addition of three sales directors. The new team members are charged with increasing sales and adding to the industry leadership of Knowlagent's call center performance software among telecommunications, financial services, and insurance companies.

Robb Alpaugh joins Knowlagent as a sales director covering the financial services sector. Alpaugh has an extensive sales background selling into large financial services organizations and selling into the call center environment. His most recent experience was with a start-up software company later acquired by IBM. Alpaugh is a graduate of The Citadel with a B.S. in English.

Lori Winfree brings over eighteen years of experience to Knowlagent in the application software industry and will focus her efforts within the insurance industry. She has sold CRM (Customer Relationship Management) technology into the call center environment at FedEx and Carnival Cruise Lines. Prior to joining Knowlagent, Winfree sold call center temporary staffing to accounts such as BlueCross BlueShield and BB&T. She has worked for companies such as Firstwave, Pivotal, Clarify/Nortel, and Frame Technologies. Winfree graduated from Appalachian State University with a bachelor's in Educational Media.

In addition, Kevin Bottoms comes to Knowlagent as a sales director with over fourteen years of strategic solution sales experience for global enterprises and will center his efforts in the telecommunications industry. Prior to joining Knowlagent, Bottoms worked with other emerging and early-stage technology companies including Reflectent Software and Kintana. He has also tenured with larger companies such as Ernst & Young and Syntellect. Bottoms graduated from the University of Georgia with a B.B.A.

"It is always exciting when we can bring exceptional talent to our team here at Knowlagent," says Jay Myer, Vice President of Sales for Knowlagent. "Their wealth of experience only stands to strengthen Knowlagent's aspiration to make it effortless for our customers to do business with us and increase value in their call center environments."

At the heart of Knowlagent's success is its award-winning, patented call center performance solution: Knowlagent r8. A unique blend of software, methodology and integrations, it enables companies to effectively align the call center towards delivering higher value through the attainment of revenue goals while balancing cost reduction efforts.

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After five years of continuous growth, Knowlagent was ranked Number 168 on the 2005 Deloitte Technology Fast 500, a ranking of the 500 fastest growing technology companies in North America. The company was also ranked in the top 10 of the 2005 Deloitte Technology Fast 50 for Georgia, and recognized in *Software Magazine's* annual "Software 500" ranking. The company's patented solution has received numerous "Product of the Year" designations from *Customer Inter@ction Solutions* magazine and *Call Center Magazine*, while both the company's Chief Executive Officer Rusty Gordon and Co-founder Matt McConnell have been included in *Catalyst* magazine's "Top 50 Entrepreneurs in Atlanta" list.

About Knowlagent:

Founded in 1995, Knowlagent is a privately held company headquartered in Alpharetta, Ga. It is the only software provider that addresses the call center's strategic challenges of building a value-based business from a volume-driven environment. Because Knowlagent r8 was built exclusively for the call center, it integrates seamlessly with the existing technology and specialized work environment to drive the whole business toward extraordinary value. 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.

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