



**FOR IMMEDIATE RELEASE**

**KNOWLAGENT NAMED TO SOFTWARE 500 FOR FIFTH CONSECUTIVE YEAR**

*-- Knowlagent Celebrates Five Years of Repeated Revenue Growth --*

**ATLANTA – (Oct. 4, 2005)** – Knowlagent, the only solutions provider that guarantees rapid revenue growth from the customer service channel, today announced it has once again been included on the annual Software 500, *Software Magazine's* list of the world's foremost software and services providers.

"An organization's employees make the greatest impact on the health of the company. We credit much of our continued growth to our outstanding team," said Rusty Gordon, chief executive officer of Knowlagent. "Similarly, our customers are achieving their business results by focusing on the people at their front lines of business with Knowlagent r8."

Knowlagent r8 is a call center performance solution that is responsive to the ever-changing needs of today's strategic call centers. The mandate for today is to deliver value through the call center -- value for the customer and value for the company. Knowlagent r8 enables companies to deliver that value through the attainment of revenue goals and customer loyalty results.

According to *Software Magazine*, the overall health of the software and services industries has improved, with revenue for the 2005 Software 500 at \$383.3 billion worldwide for 2004, an increase of 16.5 percent over the previous year. Additionally, employee head count was up 13.7 percent and was strongest in the segments of collaboration/project management, system integration services and IT consulting, and the supply chain/manufacturing software segment.

The Software 500 is a revenue-based ranking of the world's largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing. The list includes both private and public companies; 28 percent of the 2004 Software 500 companies are private. The Software 500 is searchable by primary business sector on [www.Softwaremag.com](http://www.Softwaremag.com), free to all site registrants.

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The ranking is based on total worldwide software and service revenue for 2004. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at [www.Softwaremag.com](http://www.Softwaremag.com), as well as from public documents.

***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](http://www.knowlagent.com).

***About Software Magazine, The IT Software Journal, and Softwaremag.com:***

Software Magazine, The IT Software Journal, has been a brand name in the high tech industry for over 20 years. Softwaremag.com, its Web counterpart, is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies, now in its 23rd year. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

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