Attensity Group Honored as Recognized Innovator by Global Service and Support Associations

Global Semantic Application Leader Acknowledged for Embracing Collaboration Across the Enterprise with Its Voice of the Customer Solution

PALO ALTO, Calif., May 5, 2009 — Attensity™ Group, the leader in business user applications that generate value from unstructured data, today announced it has been named a Spring 2009 Recognized Innovator by the Association for Services Management International (AFSMI), the Service & Support Professionals Association (SSPA) and the Technology Professional Services Association (TPSA).

As a finalist in the Innovation in Collaboration category, Attensity Group's Voice of the Customer (VOC) solution was honored for enabling its customers to understand and act on customer feedback and to leverage the VOC across the enterprise to improve products, services and retention rates and optimize service productivity, providing actual savings to the bottom line.

"We are very proud that Attensity Group has been recognized for its innovation," said Ian Bonner, chief executive officer of Attensity Group. "This award is a testament to our dedication to helping our clients better understand and act on customer feedback to improve retention. This industry honor is especially rewarding in the wake of Attensity Group's launch last month, as it recognizes our leadership in business-user applications that drive tangible business value."

Winners and finalists were selected by a panel of judges that included industry experts, AFSMI, SSPA and TPSA members, as well as John Ragsdale, vice president of technology research for the associations.

"It's our privilege to honor Attensity Group as a proven leader in leveraging innovative technology to lower operating expenses and increase service revenues, which is critical in today's challenging economy," said Ragsdale.

Attensity Group's Voice of the Customer (VoC) application is part of its suite of easy-to-use business applications. Attensity VoC mines valuable unstructured customer feedback found in emails, call center notes, surveys, blogs, Web forums, etc. Powered by the company's patented Exhaustive Extraction™ technology that automatically identifies facts, opinions,

requests, trends, and trouble spots in customer feedback data, Attensity VoC transforms the freeform text into structured, actionable First Person Intelligence™. It provides priceless information that helps companies such as The Charles Schwab Corporation, Travelocity, Whirlpool and Medicare make educated, business-critical decisions that improve customer satisfaction and products.

Attensity Group was honored at the Technology Services World (TSW) conference today in Silicon Valley. More information on the conference and the Spring 2009 Recognized Innovators can be found at www.technologyservicesworld.com.

About Attensity Group
Attensity Group provides business user applications that generate value from unstructured data. Its comprehensive family of solutions leverages semantic analytics to enable knowledge management professionals, business leaders, customer support personnel and customers to interpret and manage an organization's unstructured data to get relevant and actionable answers — fast. Attensity Group's award-winning software is in use by more than 250 of the Global 1000 and by large government agencies to deliver powerful insights, enhance operational efficiency, reduce risk exposure, and ensure increased customer satisfaction. Attensity Group, with more than 500 installations worldwide, services customers from multiple offices in the U.S. and Europe. The company's go-to-market entities are Attensity Americas and Empolis in the EMEA region. Attensity Group's corporate headquarters are in Palo Alto, Calif. More information is at (www.attensitygroup.com).

About AFSMI
The Association for Services Management International (AFSMI) is the global leader in helping service professionals and field services organizations deliver more value to their customers (www.afsmi.com).

About SSPA
The Service & Support Professionals Association (SSPA) is a key resource for the information and best practices needed to make better business decisions (www.thesspa.com).

About TPSA
The Technology Professional Services Association (TPSA) is the only organization for executives who create, deliver, manage, measure, and optimize technology services in the world's leading corporations (www.tpsaonline.com).

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