ATTENSITY

Attensity's Social Media Monitoring and Analytics Application Available Today for the European Market

Coverage of Multi-Lingual Social Media Content Strongest in the Market
Bringing the "Open Enterprise" to Customer Service Interactions

Palo Alto, Calif., & Kaiserslautern, Germany, May 18, 2010 – Attensity™ Group, the leader in business user applications that generate value from unstructured data, today announced immediate availability of its Social Media Monitoring and Analytics application, Attensity360, for the European market. The product is offered as a stand-alone social media monitoring and analytics solution, as well as a supplement to the award-winning Attensity Service Suite.

Attensity360 provides a world-class "listening post" that covers over 70 million sources across 17 languages including German, French, Spanish and Italian and a self-service social media analytics application for analyzing customer conversations, sentiment and issues online. Attensity360 is available today for distribution into the European market and will be sold directly by the Attensity sales team and its partners who sell directly to top organizations across the European continent.

The Attensity Service Suite provides a dynamic solution package for all service-related activities including self-service, guided service and multi-channel response management. With the addition of Attensity360, users can track product and service related customer discussions that take place online and use that information to improve the service process across channels including email, voice, chat, web, text, fax, social channels and more.

With the strongest coverage in the market, Attensity360 provides users with access to insights hidden in customer conversations that take place in social media every-day. Coverage includes global sites that contain content in multiple languages like Twitter and Facebook, as well as global forums and localized content specific to markets in Europe.

"We are happy to offer our market leading social media monitoring and analysis application, Attensity360 to the European market", said Harald Zapp, Managing Director and Senior Vice President Business Development and Corporate Strategy of Attensity Europe GmbH. "Our strong sales and services team, located across Europe has already been working with our customers to leverage and analyze their unstructured data to greatly enhance their ability to better serve customers. By adding content from the ever-growing online channel we enable our customers to gain an even greater competitive advantage."

Attensity360 helps organizations track everything from customer and brand sentiment, to specific issues and opportunities for sales, service and marketing opportunities. To demonstrate some of the types of things Attensity360 can follow – we are going to be tracking an exciting topic for Europeans, the 2010 FIFA World Cup in South Africa™. An analysis today shows that excitement about the upcoming event is continually rising with social media users. While the number of positive comments were below 10,000 postings per week at the beginning of March 2010, they now range up to 40,000 positive comments per week. The amount of negative sentiment remains constant at approximately 5,000 posts per week. Michael Ballack's injury (German team captain) is currently cause for extremely lively and emotional discussions. In the coming weeks, Attensity will extensively analyze sentiment around the soccer teams playing in the 2010 FIFA World Cup South Africa™ and comment about the most promising teams to win the Championship. You can find more insights about this and other analysis we do to show off our product on our blog: http://blog.attensity.com/

"Attensity360 complements our portfolio of breakthrough software leveraging vast amounts of information contained in unstructured formats with detailed findings and trends hidden in the world of the 'Semantic Web'", states Dr. Stefan Wess, Managing Director Attensity Europe GmbH. "We define innovation by anticipating customers' interests and business needs and acting accordingly. Attensity360 enables us to deliver strong capabilities in the fastest growing source of unstructured data in the world – the social web."

About Attensity Group

Attensity Group provides software applications based on Web 3.0 semantic technologies to find, understand, and use information trapped in unstructured text to drive critical decision-making. The comprehensive suite of applications address collective intelligence in social media and forums; the voice of the customer in surveys and emails; customer response management; e-services; research and discovery; risk and compliance; and intelligence analysis. With more than 500 installations worldwide, Attensity's award-winning software is used by large government agencies and such innovative enterprises as Airbus, Charles Schwab, Bosch, JetBlue, Royal Bank of Canada, Travelocity and Vodafone. Organizations are better able to track trends, identify patterns, detect anomalies, reduce threats, and seize opportunities to improve customer satisfaction and retention. The Service & Support Professionals Association (SSPA) has honored Attensity with its Recognized Innovator Award. More information is at http://blog.attensity.com/, http://twitter.com/attensity and http://www.facebook.com/attensity.

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