PRESS RELEASE

Attensity Voice of the Customer Version 5 and Market Voice Version 5 Unleash New Features for Managing Customer Conversations

Global Semantic Application Vendor Offers First and Only VoC Solution with Integrated Automated Response for Complete Customer Experience Management

BOSTON, June 1, 2009 – At the Text Analytics Summit opening today in Boston, Attensity™ Group, the leader in business user applications that generate value from unstructured data, announced the latest version of its Voice of the Customer (VoC) and Market Voice applications, Attensity 5. A part of Attensity Group's suite of business applications for unstructured data, Attensity 5 offers integrated Automated Response for Customer Experience Management (CEM), enabling companies not only to gain insight into communications from their customers, but also to more effectively route and answer those communications.

Attensity 5 automatically extracts valuable information from freeform text in call center notes, emails, surveys, etc. and transforms it into structured, actionable First Person Intelligence™. Organizations such as Whirlpool, The Charles Schwab Corporation, JetBlue Airways Corporation, The Royal Bank of Canada (RBC) and Medicare use Attensity to mine priceless unstructured customer feedback and to glean insight into customer satisfaction, sentiment, loyalty and product issues, which allows them to informatively respond to customers. With the new Attensity 5 companies can now ensure complete management of customer conversations.

"Attensity 5 is a leap forward in using sophisticated semantic technology to make it easier for companies to understand what their customers, employees, and partners really think about them and their products," said Dr. David Bean, Attensity Group's chief technology officer for Natural Language Processing. "From detailed sentiment analysis to net promoter analysis to "top ten" issues – Attensity 5 combines a depth of technology with easy-to-use native dashboards and reporting capability in one application."

Dr. Bean added, "Attensity 5 enables companies to better understand and harness customer conversations in email, in social media, in surveys, and beyond, The application can even identify customers who are asking for specific actions from the company -- giving companies the ability to respond effectively to protect and grow their brand equity and customer base, even in these difficult economic times."

New Capabilities of Attensity 5

- Deep exploration for ad hoc analysis of the customer conversation
- Out-of-the-box sentiment, issues churn, competitive and industry-specific reports
- Built-in integration with the business intelligence software solution, Microstrategy
- Next generation of automatic tracking of customer conversations online, through the Attensity Market Voice application (e.g. social media such as Twitter, Facebook®, community forums and blogs)
- Multi-channel (email, Short Message Service [SMS], letter, etc.) responses to customers based on their profile and communicated issue or request via the Attensity Automated Response Management application
- Automatic alerts and system triggers, including Customer Relationship Management (CRM), campaign management and service, to alert individuals across the company about issues and opportunities

Faster Time-To-Understanding

Attensity 5 uses out-of-the-box deep sentiment analysis and trend categorization to provide rapid processing of text sources, revealing shades of meaning and top issues with minimal knowledge engineering work required. Its built-in discovery environment enables companies to chart, manage and receive alerts on trends and analysis in information from emails, forums, surveys and other text sources of customer conversations. Moreover, Attensity 5's built-in integration with Microstrategy makes report creation for combining structured and unstructured data faster and easier than ever before, providing executives with a comprehensive look at customer conversations.

Faster Time-To-Action for Customer Communications

With Attensity Group's optional Automated Response Management application, included with Attensity VoC 5 free for a limited time, companies not only gain better insight into communications from customers, but also more effectively route and answer those communications. Companies taking advantage of Automated Response can streamline response to high volumes of incoming messages by automatically classifying, clustering, and searching unstructured text.

Attensity Automated Response is powered by its patented Advanced Pattern Recognition (APR) technology that interprets incoming messages with unprecedented accuracy. Based on the content of customer communications, Automated Response assigns, documents, records, routes, and archives everything – from the first contact, to amended notes, to the last response.

Attensity VoC 5 then mines these incoming messages, along with customer communications in other areas, such as surveys and forums, to provide greater and more immediate insight into customer issues. This provides "early warning" of potential product, warranty, and service issues, which allows companies to make educated and timely, business-critical decisions.

"Attensity 5's enhanced 'voice' capabilities promise users the possibility of going beyond listening to nuanced discovery, trending, and analysis," said Seth Grimes, founding chair of the Text Analytics Summit and principal consultant at Alta Plana Corporation. "The new release, complemented by automated response, offers companies the capacity to turn internal communications and unstructured customer feedback into direct, actionable intelligence. The important business benefits afforded by text technologies like Attensity's will without doubt be a central discussion point at this year's summit." In addition to his hosting role at the Text Analytics Summit, Grimes will also release his text analytics survey at the event.

Demos of the new Attensity VoC 5 and Market Voice 5 will be offered at the 5th Annual Text Analytics Summit (http://www.textanalyticsnews.com/usa/index.shtml), June 1-2 in Boston. Conference speakers include Attensity's Dr. David Bean, as well as several customers of Attensity Group, including JetBlue Airways Corporation and Whirlpool.

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. The Service & Support Professionals Association (SSPA) has honored Attensity Group with its 2009 Recognized Innovator Award. 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).

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