PRESS RELEASE

<u>Awards</u>

Attensity once again listed in "KMWorld's 100 Companies That Matter in Knowledge Management"

Kaiserslautern, Germany, March 3, 2011 – For the fifth time, Attensity – a provider of Enterprise Customer Experience Management solutions – has been named one of the world's most important companies in the field of knowledge management. Attensity has maintained this title by once again earning a spot on the prestigious "KMWorld's 100 Companies that Matter in Knowledge Management" <u>list</u>.

The list, compiled annually based on discussions with users, experts, analysts, providers as well as customers and employees, is presented in the March issue of *KMWorld Magazine*, the USA's leading publication on knowledge management. Companies included in the list are considered trend-setters in the knowledge management sector.

Attensity provides its customers with an integrated suite of Customer Experience Management software applications. The solutions are powered by semantic technologies that allow organizations to listen, analyze, relate and act on information trapped in the unstructured text of multi-channel customer conversations. The comprehensive suite of applications draws from a wide array of sources, including social media (Twitter, forums, blogs…), call center notes, e-mails and customer surveys, to name a few. As a result, customers experience relevant, effective, fast and positive one-on-one interactions with companies, resulting in increased loyalty and satisfaction.

"We are extremely pleased to have yet again earned a spot on the KMWorld list. Making the cut only proves that Attensity is a worldwide leader in knowledge management and semantic technologies. We will stay our course when it comes to providing innovative Customer Experience Management applications," assures Dr. Stefan Wess, General Manager of Attensity Europe GmbH.

About KMWorld:

KMWorld is a leading information provider serving the knowledge, document and content management markets. KMWorld informs more than 45,000 subscribers about components, processes and related success stories. KMWorld is published by Information Today, Inc.

www.kmworld.com

About Attensity Europe

Attensity Europe GmbH offers its customers an integrated application suite for customer experience management. Its software solutions are based on more than 20 years of project experience, in-depth knowledge of the industry and semantic technologies that allow companies to carry out relevant interactions with their customers effectively, quickly and positively through all channels. The product range includes multi-channel management and knowledge management software solutions for all service-oriented activities. It includes Attensity360 for monitoring and analyzing social media in 16 languages and from over 75 million sources. Attensity has more than 500 installations and 220,000 users around the world. Attensity Europe GmbH is part of Attensity Group, which is headquartered in Palo Alto, California.

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