



Angel 4 Customer Experience Platform Selected as 2011 CODiE™ Awards Finalist

***Angel Recognized as a Provider of One of the Software Industry's Finest Cloud
Infrastructure Products***

Vienna, VA – April 19, 2011 – Angel today announced that the Angel 4™ Customer Experience Platform has been selected as a finalist for the prestigious CODiE Awards in the “Best Cloud Infrastructure” category. The Angel 4 Customer Experience Platform incorporates multi-channel/multi-modal forms of customer engagement and communications to dramatically improve levels of enterprise customer self-service and satisfaction. Being selected as a finalist is a unique and important distinction, as the CODiEs are the industry’s *only* peer-reviewed awards program. Established by the Software & Information Industry Association (SIIA), the CODiEs recognize excellence and achievement in the business software, digital content, and education technology industries.

“For more than 25 years, the CODiE Awards have shone a spotlight on the companies and products that are revolutionizing software, education technology and digital content,” said Ken Wasch, President of SIIA. “What sets this program apart from all others is that the winners are selected by those who really know their stuff – whether they’re tech executives, industry analysts, or journalists. SIIA recruits leading software, digital content and education people to put each nominated product through an intensive review process. Angel and all companies that survive the process and become a finalist can say unequivocally that they are producing one of the finest, most innovative products on the market.”

The Angel 4 Customer Experience Platform leverages Angel’s unique Caller First strategy to help customer-driven enterprise companies consistently deliver a next generation caller experience. As a cloud-based on-demand platform, it is extremely easy to use and universally accessible from anywhere, including smart phones. With embedded business intelligence from MicroStrategy®, Angel 4 measures, reports, and easily enables fine tuning in real time to optimize customer interactions. The solutions modal communication capabilities enable a rich suite of communication channel options and customer experience application plug-ins to bring enterprises closer to their customers, all securely and seamlessly. Channel options include SMS, chat, web, mobile, e-mail, and phone communications. Plug-in options include voice biometrics, name and address capture, phone payment solutions, seamless CRM integration, workforce management, real-time transcription, and computer telephony integration.

“We are honored that the Angel 4 Customer Experience Platform has been named a finalist for the 2011 CODiE Awards,” said Donald Keane, Vice President of Marketing and Business Development at Angel. “This is further proof of our drive to continue to provide industry innovation and deliver a unified system to our customers that is on-demand, very easy to use, fully integrated, and dynamic. Angel’s approach provides enterprise customers with built-in business intelligence and multi-modal communications channels for optimal interaction and satisfaction.”



For more information on the Angel 4 Customer Experience Platform - please go to <http://www.angel.com/products>

For more information and a complete list of categories and finalists, please visit www.sii.net/codies/2011

SIIA members will now review finalists and vote for a winner in each category. CODiE Award Winners will be announced in May.

About Angel

Angel is a leading provider of enterprise focused, cloud based, customer experience solutions, including Caller First focused Interactive Voice Response (IVR) and Call Center solutions. These solutions enable enterprise organizations to quickly deploy voice, SMS, chat and business intelligence (BI) applications. More than 1,000 customers worldwide turn to Angel's proprietary customer engagement technology to power customer experience, marketing and sales needs. Angel's solutions are built on an on-demand, Software as a Service (SaaS) platform and require no investment in hardware, software, or human resources, balancing the need for high quality communications with affordable pay-as-you-go pricing. To learn more, please visit www.angel.com.

About the CODiE™ Awards

The CODiE™ Awards, originally called the Excellence in Software Awards, were established in 1986 by the Software Publishers Association (SPA), now the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose - to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit www.sii.net.

Angel Contact:

Kevin Sugarman
GlobalFluency
ksugarman@globalfluency.com
650.433.4170

SIIA Contact:

John Crosby



1 202.289.7442
jcrosby@siaa.net
###