Angel Launches *Caller First*℠ Voice Solutions with AstraZeneca

McLean, VA – February 2, 2010 – Angel, a leading provider of enterprise-focused, on-demand voice solutions, today announced it is providing a number of leading brands from AstraZeneca® (LON: AZN) with its revolutionary, new *Caller First*℠ voice solutions. Angel has deployed a number of *Caller First* focused inbound and outbound IVR solutions for AstraZeneca.

"It's exciting for Angel to be named one of AstraZeneca's preferred vendors and to support them in their ongoing commitment to improving their customer experience as the landscape of healthcare continues to change," said Dave Rennyson, President of Angel.

When AstraZeneca wanted to improve the overall customer experience, the company turned to Angel. To help AstraZeneca with its "One Voice" program, designed to give customers an improved and consistent customer experience and lower overall company operating expenses, Angel recommended its *Caller First* Inbound IVR solutions.

One *Caller First* solution that was implemented helped AstraZeneca to further automate its patient education program enrollment and savings card activation processes; thus, reducing the need for a live agent. This has resulted in a reduction of AstraZeneca's cost per lead, a more cohesive customer experience, more satisfied customers and greater efficiency of their agent engagement.

About Angel
Angel is a leading provider of on-demand,Interactive Voice Response (IVR) and Call Center solutions, which enable organizations to quickly deploy enterprise-level voice applications. More than 1,600 customers turn to Angel's proprietary Voice Site technology to power customer service and marketing functions using intelligent speech recognition that can automate most phone-based interactions. Angel's solutions are built on the 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.