



Angel Launches Angel 4 Next-Generation, Enterprise Multi-Modal Communications Platform in the Cloud

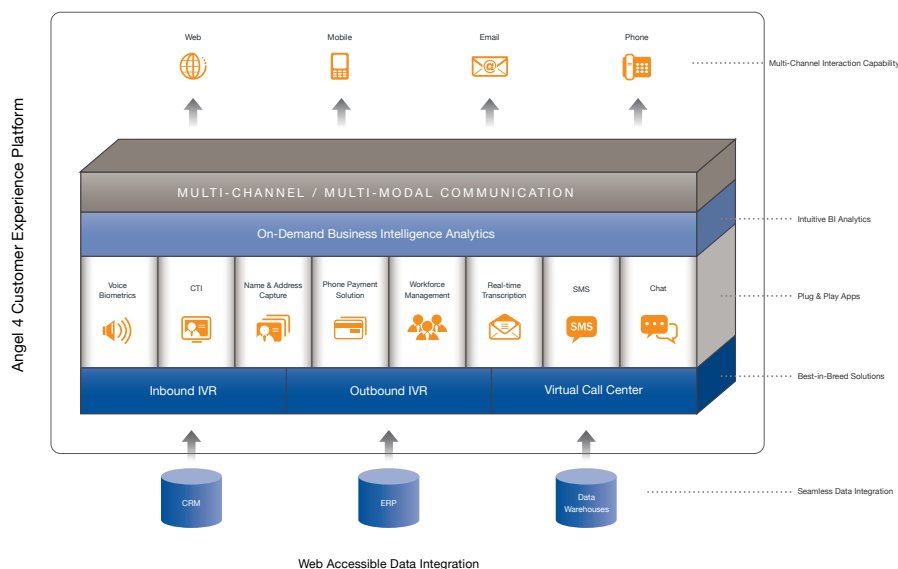
Breakthrough Solution Integrates Multi-Channel Communications Including SMS, Chat, Voice Biometrics and Mobility into Advanced Customer Experience Platform

New York, NY, SpeechTEK Conference – August 2, 2010 – Angel®, a leading provider of enterprise focused, cloud based, customer engagement solutions, today announced the new Angel 4™ Customer Experience Platform, incorporating multi-channel/multi-modal forms of customer engagement and communications, including SMS, chat, voice biometrics and mobile management, to dramatically improve levels of enterprise customer self-service and satisfaction. At the SpeechTEK 2010 conference today, the company launched the new IVR and contact center platform along with the renaming of the company to Angel from Angel (www.angel.com).

The Angel 4 Customer Experience Platform leverages Angel's unique Caller First strategy to help customer-driven organizations consistently deliver a superior caller experience. As a cloud-based on-demand platform, it is extremely easy to use and universally accessible from anywhere, including smart mobile phones. With embedded business intelligence from MicroStrategy®, it measures, reports, and easily enables fine tuning in real time to optimize customer interactions.

The new multi-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 continue to provide industry innovation to deliver a unified system that is on-demand, very easy to use, fully integrated, and dynamic,” said David Rennyson, CEO of Angel. “The Angel 4 Customer Experience Platform offers enterprise customers built-in business intelligence and multi-modal communications channels for optimal interaction and satisfaction.”





To support its ongoing large-enterprise customer base, the company has changed its name to Angel, with accompanying new rebranding and web site. "Our new name and look reflect the evolution and growth of our company to support some of the biggest enterprise brands in their respective industries," added Rennyson.

Angel offers a complete suite of IVR and contact center applications that enable customers to easily build, manage, and make updates via a simple Internet connection. Because the Angel platform is a fully on-demand solution, no investment in hardware, software, or staffing is required. The new platform allows customers to launch custom applications and automate multi-channel interactions in a fraction of the time required with traditional on-premise solutions. The company also offers a white label solution to channel partners such as Qwest to deliver the same benefits under a privately branded solution.

Angel is co-presenting today at the SpeechTEK 2010 luncheon for conference attendees with customer AstraZeneca on the benefits in containment, lead generation, and millions in savings that can be achieved, and will be demonstrating the new features of the platform at the conference exhibition.

The Angel 4 Customer Experience Platform is available immediately - please go to www.angel.com for more information.

About Angel

Angel is a leading provider of enterprise focused, cloud based, customer engagement 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 applications. More than 1,600 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.

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