



Angel Unveils New Website as Part of Its Rebranding Efforts

Vienna, VA – January 19, 2011—Angel, a leading cloud-based provider of enterprise customer experience solutions, announced today the launch of a new, fully redesigned website as part of its rebranding efforts. The new website aligns closely with the company’s next generation customer-centric strategy in which every part of the solution is geared towards a more efficient and enjoyable end-user experience for enterprise clients.

“We have positioned Angel as a company that connects closely with today’s large enterprise companies within the Global 2000 and their customers,” said Don Keane, Vice-President of Marketing. “Our rebranded website reflects who we are, the markets we serve and the innovation that differentiates us in our industry. In the midst of strong year-over-year growth, we have expanded into new markets, extended our partnership reach, and continued to develop next generation, cutting-edge proprietary technologies. This has enabled us to make it easier, faster and less costly for companies to serve their customers with modern customer care solutions that leverage greater intelligence and extended functionalities for on-demand and mobile business.”

With the redesign, Angel’s website is easier to navigate and more intuitive so that customers, partners or anyone interested in learning more about Angel can quickly find pertinent information or other resources for their needs.

Additionally, Angel’s website provides new tools and resources for enterprise customers based on their vertical industry including pharmaceutical, financial services, retail, healthcare, software, travel, insurance and more. The following new sections on Angel’s website help Angel engage enterprise customers from a solutions-centric standpoint:

Products: Get snapshots and overviews of updated or new products from Angel. Customers may also view success stories, data sheets, white papers, product demos and more.

Industries: Vertical and micro-vertical resources and research materials help Angel’s enterprise customers better understand how Angel’s products and industry services can enable best practices, rapid time to value, lowest TCO and more.

Services: Get comprehensive information on Angel’s service offerings. This section contains information ranging from what services Angel offers and support plan options, and how Angel products can be applied to achieve maximum customer satisfaction.

Awards, News and Events: See the latest awards and news from Angel. Companies can also see Angel’s events calendar.

You can visit the new Angel website at www.angel.com.



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.

Caller First is a registered trademark of Angel.com. MicroStrategy, is a registered trademark of MicroStrategy Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.

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