



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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### **XSell Names Charles Nelson as Executive Vice President - Business Development**

*-Twenty-five year veteran to lead business development efforts-*

**JACKSONVILLE, Fla., April 9, 2009** – XSell® LLC, a leading provider of on-demand cross-sell, loyalty and retention technology solutions, announced today that Charles Nelson has joined the company as Executive Vice President – Business Development. In this new position, Charles will lead the company's sales initiatives focusing on the expansion of XSell's rapidly growing practice in the communications, cable and media industries.

"Charles is a seasoned executive with extensive, broad based experience in the communications industries" said Rob Lee CEO of XSell. "Charles' experience in building and running successful companies, business units and sales organizations will be a tremendous asset to our company."

Before joining XSell, Nelson, a resident of Ponte Vedra Beach, Florida, was responsible for world-wide sales and services at Kodiak Networks, a provider of mobile solutions to wireless operators globally. Prior to Kodiak, Nelson served as the President and CEO of Velocita Wireless (formerly Cingular Interactive). Velocita is a leading provider of wireless data products and services for enterprises deploying mission critical wireless applications. As CEO, Nelson was responsible for all aspects of Velocita's business and operations including sales and product development. Earlier in his career Nelson served in executive level sales positions at Xerox and Falcon Microsystems.

"I see tremendous growth opportunity for XSell - even in these turbulent times," commented Nelson. "XSell's innovative business model has been proven to drive immediate and material return on investment for its clients. As a 'Software as a Service' platform, companies of all sizes and in all industries can quickly, and cost effectively, deploy the solution", said Nelson.

XSell's solution is uniquely designed to help institutions decrease churn and increase revenue through relevant, personalized offers to customers across multiple interaction points (customer service, Web, retail offices) synchronized with ongoing direct marketing campaigns. The result - greater sales, better retention and more satisfied customers.

XSell's implementation model allows for rapid integration with existing call center, order entry and Web systems with no disruption to current operations. The platform is delivered pre-integrated with leading industry CRM, business and operational support systems and can be deployed to customer interaction channels within 60 days. XSell's straight through processing workflow can orchestrate new service entry across multiple BSS, OSS and order entry platforms without redundant data entry.

The platform leverages an institution's proprietary customer or subscriber information – along with other consumer data – to determine which products the customer is eligible for and likely to purchase with individualized pricing and subscriber specific value propositions. Offers are presented through the point of contact, including call center, interactive voice response (IVR) and Web and can be integrated with any existing customer service model.

“Our platform is designed for organizations that are focused on leveraging customer interactions to increase loyalty, revenue and products per-customer,” said Lee. “As numerous industries continue to focus more on existing customers as a means of growth, it is imperative that institutions deliver qualified and personalized offers based upon each customer's unique needs.”

## **About XSell**

XSell provides a powerful customer-centric marketing capability using a multi-channel platform that creates compelling product and service offers, that are presented consistently through all of a company's various customer touch points - including call centers, websites, mobile devices and interactive voice response (IVR) units. The XSell platform enables companies to sell a wide array of complex products and services, including those provided by third parties. The XSell Customer Service Marketing platform is currently deployed by leading organizations in a variety of industries who share the goal of optimizing customer interactions with accurate and consistent offers. For more information about XSell and our industry specific solutions, please visit the company's Web site at [www.GoXSell.com](http://www.GoXSell.com).

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