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XSell Announces New Advisor for Telecommunications Practice

-Industry visionary Diane Smith named as special advisor and consultant-

JACKSONVILLE, Fla., November 6, 2008 – XSell® LLC, a leading provider of on-demand cross-sell, loyalty and retention technology solutions, announced today the appointment of Diane Smith as special advisor and consultant to XSell's Telecommunications practice.

"Diane is an accomplished entrepreneur and veteran of the telecommunications industry and will be a vital addition to our strategic planning and product design efforts" said Rob Lee CEO of XSell. "Diane's extensive professional network and deep understanding of the challenges faced by telecom players will be a tremendous asset to the company"

Smith is co-founder of Auroras Entertainment, an IPTV and advanced media services company, recently merged to become Avail Media, Inc. From 1988 to 2002, Smith was a senior executive with ALLTEL Corporation where she managed teams of public policy specialists to maximize the company's opportunity for success in the rapidly changing local exchange and wireless industries. In 1994, she co-founded the Independent Telephone and Telecommunications Alliance, an organization that successfully advocated for independent telephone company interests in the years culminating with the 1996 Telecommunications Act. Earlier, Smith was at Sprint from 1983 to 1988 representing the start-up long distance company before state and federal agencies and legislative bodies, in the first years of emerging long distance competition.

"I'm impressed with XSell's team and I believe the XSell platform can help telecom providers rapidly improve ARPU and decrease churn as well as address emerging competitive threats" said Smith. "I'm excited to help craft and execute XSell's strategy in the telecom industry"

XSell's Telecom FrameworkX™ is uniquely designed to help telecom providers 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 subscribers.

XSell's implementation model allows for rapid integration with existing call center, order entry and Web systems with no disruption to current operations. Telecom FrameworkX is delivered pre-integrated with leading Telecom 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 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 Rob Lee, CEO of XSell. “As numerous industries, such as the telecom Industry, 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 Telecom Industry Solution, please visit the company's Web site at www.GoXSell.com.