



PRESS RELEASE

XSell to Present at the 2008 Florida Venture Capital Conference

-January 29th through the 30th at the Renaissance Vinoy, St. Petersburg, Florida

Jacksonville, FL, January 7, 2008 – XSell[®] LLC, the leading provider of on-demand Customer Interaction Marketing™ solutions, was chosen to present at the 2008 Florida Venture Capital Conference January 29th and 30th in St. Petersburg, Florida.

During the conference, the best Florida-based private companies looking for venture capital funding in Florida will make presentations to a national audience of venture capitalists, investment bankers and private equity investors.

About Florida Venture Capital Forum, Inc

Florida Venture Capital Forum, Inc is Florida's oldest, largest and most prestigious statewide support group for venture capitalists and entrepreneurs. Created in 1984 by a group of high-level business leaders and academicians, the goal of the Florida Venture forum is to help ensure the success of Florida -based entrepreneurial ventures by offering expert counsel and educational advice. Presenters from the last sixteen Venture Capital conferences have raised over \$1.4 billion in venture capital.

About XSell

XSell[®] has developed and implemented a hosted, Web-services platform for targeting, offering and fulfilling cross-sell, loyalty and retention offers initiated through real-time interactions with new and existing customers. XSell's platform enables companies to intelligently transform multi-channel customer interactions into new opportunities. XSell's platform is engineered to be quickly integrated within existing environments with limited disruption. The XSell platform enables organizations, and service providers, to sell a wide array of targeted products, including those provided by the institution and those provided by third party sources, and is in use at a number of 20 top financial institutions, representing over 20 million annual customer interactions. XSell was chosen to produce a pod cast describing the Customer Interaction Marketing™ platform for the 2007 BAI Retail Delivery Conference & Expo <http://www.bai.org/retaildelivery/podcasts.asp>. The XSell Customer Interaction Marketing™ platform received the 2006 Annual Call Center Exhibition Best of Show Award for its innovative technology. For more information about XSell, please visit the company's Web site at <http://www.goxsell.com/>.

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