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FOR IMMEDIATE RELEASE

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FRANCIS X. "SKIP" FRANTZ APPOINTED CHAIRMAN OF XSELL™

-XSell strengthens leadership in interaction management solutions through the strategic appointment of experienced builder of market leading companies-

JACKSONVILLE, FI – Feb 1, 2010 – XSell® LLC, the leading provider of on-demand cross-sell, loyalty and retention technology, announced today that Francis X. "Skip" Frantz has been appointed Chairman of the Board.

"It is a great privilege to join XSell at such an exciting time, as we experience significant growth and approach new markets. I look forward to assisting the firm through its next growth phase" Mr. Frantz said.

"We are thrilled to add an extremely successful and experienced executive like Skip to XSell's team," said Rob Lee, XSell's CEO. "In addition to raising the credibility of our growing company, Skip's appointment brings further validation that we have the right technology at the right time in the right markets. I am very excited about working with Skip to solidify our position as the leader in sophisticated SaaS interaction management solutions."

Mr. Frantz will participate as an active member of XSell's executive team, focusing on company strategy, executive recruiting, industry partnering and customer relationships. Frantz has extensive experience in the telecom and information services industries. Prior to 2006, he served for over 15 years as an executive officer with Alltel Corporation, responsible for mergers and acquisitions negotiations, wholesale services, federal and state government and external affairs, corporate communications, administrative services, and corporate governance, in addition to serving as Alltel's chief legal officer. In 2006, he became Chairman of Windstream Corporation when it was spun off from Alltel as a separate public company. Frantz also served as the 2006 and 2007 Chairman of the board of the executive committee of US Telecom, a telecom trade association.

"The market for XSell is tremendous on many fronts – cross-sell, customer retention and risk management." said Frantz. "XSell's unique technology and value proposition put it in an excellent position to add significant market share, quickly."

Frantz believes XSell possesses all of the required elements to succeed across multiple market segments. "The combination of superior technology, great customer references, proven value and a strong management team helps position XSell for continued success."

About XSell

XSell helps companies delight customers with personalized value propositions, leading to better service, higher sales and lower risk. The XSell "software as a service" (SaaS) platform provides sophisticated yet simple to deploy technology that delivers targeted, compelling product and service recommendations through any customer touch point - including call centers, websites, mobile devices and interactive voice response (IVR) units. The XSell Interaction Management platform is currently deployed by leading organizations in a variety of industries including top 10 financial institutions, national telecommunications providers and several top 10 cable operators. For more information about XSell and our Industry Solutions, please visit the company's Web site at www.GoXSell.com.