



NEWS RELEASE

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XSell Chosen to Produce BAI Innovation Moments Podcast
-XSell CEO broadcasts benefits, importance of using cross-selling technology platform-

JACKSONVILLE, Fla., Nov. 15, 2007 – XSell® LLC, the leading provider of on-demand Customer Interaction Marketing™ solutions, was chosen to produce a BAI Innovation Moments podcast that will be showcased at the BAI Retail Delivery Conference and Expo in Las Vegas, November 13-15, 2007.

The podcast features Rob Lee, CEO of XSell, demonstrating the benefits associated with the XSell platform that enables organizations to better identify, prioritize and improve sales opportunities through customer service touch points such as call centers, Web sites and interactive voice response (IVR) units.

“Being chosen for this unique opportunity illustrates the esteem in which financial institutions hold technology that enables them to better cross-sell and retain customers,” said Lee. “It is no secret that such abilities are top priority for institutions that are engaged in an intense struggle to not only survive, but succeed in an industry that is characterized by fierce competition.”

A total of four technology vendors were chosen to produce podcasts based on their products’ abilities to meet the sales and marketing needs of the financial industry.

The podcast will be available for download on the BAI Web site before, during and after the two-and-a-half day event aimed at educating financial services executives and senior managers from around the world on how to increase their institutions’ bottom lines while investing in customer relationships—all in a no-growth environment. Sessions will cover topics such as: emerging demographics, human capital, customer risk, retail payments, channel optimization, and management innovation.

XSell's platform is currently being deployed at several top 20 U.S. financial institutions.

To listen to XSell's BAI Innovation Moments podcast, please visit <http://www.bai.org/retaildelivery/podcasts.asp> .

About XSell

XSell® has developed and implemented a hosted, Web-services platform for targeting, offering and fulfilling new product leads initiated through real-time interactions with new and existing customers. XSell's platform enables companies to intelligently transform multi-channel customer interactions into new sales. XSell's platform is engineered to be quickly integrated within existing contact center and sales operating environments with limited disruption. The XSell platform enables financial and insurance 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. 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 www.GoXSell.com.