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XSell Releases Insurance FrameworkX

-Award-winning, Web-based Customer Interaction Marketing platform identifies new sales opportunities-

JACKSONVILLE, Fla. – Sept. 6, 2007 – XSell® LLC, the leading provider of on-demand Customer Interaction Marketing™ solutions, has released XSell's Insurance FrameworkX™ a version of its award-winning Web-based platform, specifically tailored to serve the diverse needs of the insurance industry.

The XSell platform is a multi-channel tool that enables institutions in a variety of industries to transform customer interactions into new sales. XSell's FrameworkX series combines best practices with specific refinements for targeted market segments. In the insurance industry, the platform enables insurance carriers to more efficiently cross-sell various products – including third party products – and track offers to new and existing policyholders in an enterprise-wide system. The XSell platform is designed to support all sectors of the insurance industry, including property and casualty, life and annuity and healthcare.

The Customer Interaction Marketing platform leverages an institution's proprietary policyholder data – along with other consumer data – to determine what products the customer is eligible for and likely to purchase. 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.

The platform is currently deployed at a leading insurance provider and a number of leading financial institutions and service providers to increase revenues by transforming customer interactions into sales, and eliminating multiple presentation of offers for products a customer either already owns or is not likely to purchase.

“Our platform is designed for organizations that are focused on leveraging customer interactions to increase revenue and products per-customer,” said Rob Lee, CEO of XSell. “As numerous industries, such as the insurance industry, begin to focus more on existing customers as a means of growth, it is imperative that institutions deliver personalized offers based upon each customer’s unique needs.”

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.

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