



NEWS RELEASE

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XSell Congratulates Customers Ranked Among Top Mortgage Servicers
-J.D. Power and Associates ranks four XSell customers among top six servicing organizations-

JACKSONVILLE, Fla., Aug. 20, 2007 – XSell® LLC, the leading provider of on-demand Customer Interaction Marketing™ solutions, congratulates four of its mortgage servicing customers who were among the top six organizations recognized for exemplary customer satisfaction in the J.D. Power and Associates 2007 Primary Mortgage Servicer Study™.

The study, which sampled 11,481 homeowners, measured loan servicing customer satisfaction based on four areas: the administration of the customer's account, the billing process, the payment process and the process of contacting the mortgage servicer on a 1,000-point scale.

According to a release issued by J.D. Power and Associates, "The study finds that there are considerable financial benefits for lenders in delivering a highly satisfying customer experience, including increased referrals and higher customer retention rates."

"These results concur with our philosophy that the use of cross selling technology leads to better customer service, customer retention and increased revenue for financial institutions," said Steve Phillips, chief operating officer (COO) of XSell. "This reaffirms the value of such technology to organizations' success in the competitive environment."

The institutions implemented XSell's Customer Interaction Marketing™ platform which enables organizations across multiple industries 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.

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

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.