



NEWS RELEASE

10151 DEERWOOD PARK BOULEVARD, BUILDING 200, SUITE 115, JACKSONVILLE, FL 32256

TOLL FREE: 800-961-1513, PHONE: 904-854-6700, FAX: 904-854-6701
WWW.GOXSELL.COM

FOR IMMEDIATE RELEASE

CONTACT: Steve Phillips
For XSell, LLC
(904) 854-6700 extension 1004

Mediacom Communications Implements XSell's Cable FrameworX™

-Cross-sell and retention technology for the cable industry that dramatically increases sales to new and existing subscribers-

JACKSONVILLE, FI – January 21, 2010 – XSell® LLC, the leading provider of on-demand cross-sell, loyalty and retention solutions, announced today that XSell's Cable FrameworX™ version 4.5 has been deployed by Mediacom Communications Corporation (NASDAQ: MCCC) as its core cross-sell and customer retention platform across its sales and service call centers. The solution is specifically tailored to serve the unique needs of the [cable industry](#).

At the same time that the cable industry is expanding their product suite with higher speed broadband technology, enhanced on-demand video services, and improved service delivery; the industry is facing fierce competition from other providers. Universally, the objectives are to grow and retain customer relationships, increase Revenue Generating Units per household and extend premium services to existing subscribers. "We chose XSell because their technology, flexible implementation approach, and their focus on the needs of the cable industry made them an ideal partner for Mediacom", said Mike Rahimi, Senior Vice President of Marketing at Mediacom. "We have implemented the XSell solution across our company, in sales and service delivery, because of the compelling return on investment delivered through the technology", added Mr. Rahimi.

XSell's Cable FrameworX version 4.5 is currently in use at a number of major MSO's and is uniquely designed to help cable operators achieve their growth objectives. Features of the new release include:

- ◆ Enhanced "real-time" personalization of product offers.
- ◆ Advanced Campaign FrameworX™ that enables synchronization of marketing across multiple business units and distribution channels.

- ◆ XSell's Analytics Hub which allows enterprises to leverage diverse internal and external propensity models to drive increased sales of RGU's.

XSell's implementation model allows for rapid integration with existing call center, order entry and billing systems with no disruption to current operations. "We challenged XSell to come up with a technology approach that would work well for our staff and our systems as well as delivering a significant sales uplift", says Tapan Dandnaik, Mediacom's Senior Vice President of Customer Service. "They came through with a very flexible approach to offer management and retention that has consistently increased sales for the teams using the XSell platform."

Cable FrameworkX is delivered pre-integrated with leading cable billing systems, CRM platforms, and business and operational support systems and it can typically be deployed to any customer channel within 60 days. XSell's "right product, right place, right time" approach also increases the efficiency of order entry and ensures that accurate and up-to-the-minute rates are being offered to the targeted customer whether for a new sale of a product bundle, or to save a valuable existing customer with a compelling price offer. At its core, the XSell platform allows the cable operator to deliver relevant, personalized offers to subscribers across [multiple interaction points](#) (call center, customer website, retail offices) synchronized with ongoing direct marketing campaigns. The result - greater sales, better retention and more satisfied subscribers. "The solution has added significant functionality to our sales and service delivery as we now have the ability to rapidly change product offers to meet the dynamic competitive market we are in today," added Mr. Rahimi.

XSell's FrameworkX series combines best practices with specific refinements to create targeted industry solutions. The Customer Interaction Management platform leverages an institution's proprietary subscriber data – along with other consumer marketing data – to determine what products the customer is eligible for and likely to purchase with tailored pricing and subscriber-specific value propositions. "Our platform is designed for organizations that are focused on leveraging customer interactions to increase loyalty, revenue and products per customer," said Nick Woodcock, COO of XSell. "As cable operators, along with players in many other industries, continue to focus on existing subscribers as a vehicle for growth, they must deliver compelling, personalized offers based upon each customer's unique needs."

About Mediacom

Mediacom Communications (NASDAQ: MCCC) is the nation's eighth largest cable television company and one of the leading cable operators focused on serving the smaller cities and towns in the United States. Mediacom Communications offers a wide array of broadband products and services, including traditional video services, digital television, video-on-demand,

digital video recorders, high-definition television, high-speed data access and phone service. More information about Mediacom Communications can be accessed on the Internet at www.mediacomcc.com.

About XSell

XSell provides a powerful customer-centric marketing capability that can be deployed for service, sales or risk management using a multi-channel platform that creates compelling product and service recommendations that are presented consistently through all of a company's various customer touch points - including call centers, websites, mobile devices and interactive voice response (IVR) units. The XSell platform enables companies to recommend a wide array of complex products and services, including those provided by third parties. 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 Cable Industry Solution, please visit the company's Web site at www.GoXSell.com.