



## PRESS RELEASE

### **XSell Names Nick Woodcock as Chief Operating Officer**

*Twenty-five year technology and services veteran to lead operations and business development efforts*

**Jacksonville, FL, January 18, 2008** – XSell® LLC, the leading provider of on-demand Customer Interaction Marketing™ solutions, announced that Nick Woodcock has joined the company as Chief Operating Officer. In this position, Woodcock is responsible for expanding XSell's operations, supporting its rapid growth and guiding the company's business development efforts.

Woodcock has an extensive background, both domestically and internationally, in operations and sales with a number of leading technology and services companies. Before joining XSell, Woodcock served as Senior Vice President at Zenta, a leading provider of complex, domain-based outsourcing services to the Financial Services Industry. Prior to Zenta, Woodcock led Washington Mutual Home Loan's technology development, and worked for Alltel Information Services in a variety of executive roles, latterly as Managing Director for Alltel Information Services' mortgage technology and services outsourcing business in the United Kingdom. Early in his career he worked for IBM Corporation in both the United States and United Kingdom.

"Nick's background and experience will help XSell continue to build on its state-of-the-art customer interaction marketing platform", said Rob Lee, CEO of XSell. "With Nick's appointment, XSell is well suited to support the explosive growth we are experiencing in the banking, healthcare, insurance and media industries".

"I am excited about XSell's position as the leader in this sector", commented Woodcock. "XSell's innovative 'Software as a Service' business model means that we can rapidly deploy the solution, at an affordable cost, to companies of all sizes and across many industries looking for cross-sell, up-sell and retention solutions."

Woodcock earned an Accounting and Information Services degree from the University of East Anglia in England and currently resides in Ponte Vedra Beach, Florida with his wife and two children.

#### **About XSell**

XSell® has developed and implemented a hosted, Web-services platform for targeting, offering and fulfilling cross-sell, loyalty and retention offers initiated through real-time interactions with new and existing customers. XSell's platform enables companies to intelligently transform multi-channel customer interactions into new opportunities. XSell's platform is engineered to be quickly integrated within existing environments with limited disruption. The XSell platform enables organizations, and service providers, to

**10151 Deerwood Park Boulevard, Building 200, Suite 320, Jacksonville, FL 32256**  
**Toll Free: 800-961-1513, Phone: 904-854-6700, Fax: 904-854-6701**

[www.goxsell.com](http://www.goxsell.com)



sell a wide array of targeted products, including those provided by the institution and those provided by third party sources, and is in use at a number of 20 top financial institutions, representing over 20 million annual customer interactions. XSell was chosen to produce a pod cast describing the Customer Interaction Marketing™ platform for the 2007 BAI Retail Delivery Conference & Expo <http://www.bai.org/retaildelivery/podcasts.asp>. 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 <http://www.goxsell.com/>.