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MEDIA ADVISORY: FOR IMMEDIATE RELEASE

XSell to Lead Session on Cross-Selling at 2007 ACCE Annual Call Center Exhibition

What: Institutions have spent years -- and significant amounts of money -- attempting to increase revenue through cross-selling as a means to grow "wallet share" and increase customer retention. Despite most organizations' best attempts, however, these efforts have often failed to meet expectations and produce the desired results. Today, Web-based technology enables institutions to more effectively leverage call center infrastructure and staff to better segment, prioritize and present offers with better results than ever before. Many leading institutions have begun to embrace this technology and, as a result, are turning their call centers into a viable tool to gain a competitive advantage within the marketplace.

Jacksonville, Fla.-based XSell LLC, the leading provider of on-demand Customer Interaction Marketing™, will discuss developments in cross-sell and multi-channel offer synchronization technology at the 2007 ACCE Annual Call Center Exhibition. The session, titled "The Future is Here Now: How to Uniquely Increase Revenue Through Dynamic and Focused Cross-Selling," will provide real-world examples for leading institutions of the most successful cross-sell and retention programs.

Who: Steve Phillips, Co-founder and COO of XSell, has more than 30 years of experience in consumer finance. He is a former CEO of Countrywide Insurance Services, a division of Calabasas, Calif.-based Countrywide Financial Corporation, where he led the company's growth into a nationally recognized provider of insurance services to consumers.

Where: The presentation will take place in the exhibit hall, at the San Diego Convention Center

When: September 11, 2007 at 10am PST

Media Contact: Analysts and members of the media wishing to receive an audio recording or transcript of the session, or to schedule an interview with Phillips, please contact Andy Payment at 678-781-7222.

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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