



NEWS RELEASE

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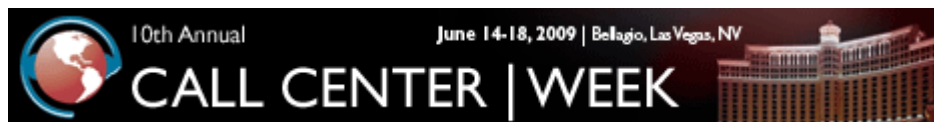
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FOR IMMEDIATE RELEASE

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XSell to Showcase Solution at the 10th Annual Call Center Week

-Join XSell at the Premier Industry Event for Call Centers June 14-18, 2009 at the Bellagio in Las Vegas -



JACKSONVILLE, FI – June 8, 2009 – XSell® LLC, the leading provider of on-demand cross-sell, loyalty and retention solutions, will showcase its award winning customer interaction technology at the 10th Annual Call Center Week in Las Vegas June 14-18, 2009. IQPC's Call Center Week is the premier industry event for call center professionals from around the globe. Award winning speakers from various B2B and B2C companies will share their strategies for improving call center performance by reducing costs and increasing ROI.

The key themes to this year's event are:

- Growing revenue generating capabilities of contact centers
- Leveraging technology to improve efficiencies and reduce operational costs
- Managing up, across, and down the organization in turbulent times.

XSell representatives will be hosting a peer to peer Roundtable discussion Tuesday June 16th at 11:00 a.m. titled "Leveraging Customer Interactions to Increase Retention and Sales".

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 Customer Service Marketing 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.