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XSell Announces Enhancements to Cable FrameworX™ Now in Production

-Cross-sell and retention technology for the cable industry that dramatically increases the sale of RGU's to new and existing subscribers-

JACKSONVILLE, FI – July 14, 2009 – XSell® LLC, the leading provider of on-demand cross-sell, loyalty and retention solutions, announced today the release of Cable FrameworX™ version 4.2. 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, wireless broadband 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

XSell's Cable FrameworX version 4.2 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

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

XSell's FrameworkX series combines best practices with specific refinements to create targeted industry solutions. The Customer Interaction Marketing 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 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.