



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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XSell® a Finalist for 2009 ITFlorida Awards

- Interaction Management technology cited as a finalist for the Innovation and Entrepreneurialism Award -

JACKSONVILLE, FI – October 23, 2009 – The ITFlorida Board of Directors announced the 2009 finalists for the annual Awards Program, which will culminate with the announcement of awards winners at the highly anticipated 7th Annual Awards Gala and Tech Forum, November 10-11, at Disney's Yacht Club Resort.

Participants in the Gala will include Florida House Speaker Designate Dean Cannon; State CIO David Taylor; Dr. Ken Ford, Chair of the NASA Advisory Council and Director of the Institute for Human and Machine Cognition; State Representative Marlene O'Toole; Earnie Franklin, Chair of ITFlorida and President of Incepture; Roger Berry, CIO for Disney Parks and Resorts Worldwide; and representatives of numerous small businesses and IT-enabled corporations throughout Florida.

"As an industry, we are proud to announce this slate of remarkable finalists, who represent the forefront of Florida's knowledge economy," said Earnie Franklin, Chair of ITFlorida. "For every year of the program, we have set a new record for number of nominations received, which in 2009 was 243. I'm certain that our Gala event at Disney next month will break new ground and continue our shared mission of making Florida a leader in high tech advancement."

XSell is pleased to be named a finalist for the Innovation and Entrepreneurialism Award that goes to the business that has demonstrated an innovative and creative I.T. solution to a business challenge. Key attributes for being considered in this category include taking an original approach, making intelligent use of existing assets, or achieving new efficiencies that lead to a superior product. For more information about ITFlorida visit www.itflorida.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 please visit the company's Web site at www.GoXSell.com.