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**ClickFox Receives *Customer Inter@ction Solutions*[®] Magazine's
"Product of the Year" Award for 2004**

ClickFox Honored for Outstanding Innovation

Atlanta--February 7, 2005 — ClickFox announced today that it has received the 2004 Product of the year Award by *Customer Inter@ction Solutions*, Technology Marketing Corporation's leading publication in the CRM, call center and teleservices industries since 1982[™].

"We are thrilled to receive this award," stated Tal Cohen, president and co-founder of Clickfox. "The market has been very receptive to ClickFox's ability to provide never-before-seen insight into how customers are interacting with self-service applications. Our clients use this insight to continually improve upon the experience for their customers, while lowering the cost of serving them. This award further validates that the industry press understands and supports our vision."

"Each year *Customer Inter@ction Solutions* magazine bestows its Product of the Year awards on companies that have demonstrated excellence in technological advancement and application refinements. ClickFox has demonstrated to the editors of *Customer Inter@ction Solutions* that its products or services have gone the extra mile to help improve both the customer experience and the ROI for the companies that use them," said Nadji Tehrani, executive group publisher and editor-in-chief of *Customer Inter@ction Solutions*.

The Product of the Year Award winners for 2004 will be published in the January 2005 issue of *Customer Inter@ction Solutions* magazine.

About ClickFox

ClickFox is the industry's first customer behavior intelligence solution for optimizing self-service systems. ClickFox's unique software modeling solutions enable its customers to translate complex customer interactions across multiple self-service channels – such as interactive voice response (IVR), speech recognition, websites, kiosks and customer relationship management (CRM) systems – into fact-based decisions that optimize channel and cross-channel business performance. Through ongoing application of the ClickFox customer behavior intelligence system, companies can dramatically reduce operational costs, improve customer satisfaction and revenue generation and enhance the overall interactive customer experience.

About TMC[®]

Celebrating more than 30 years as a leading publisher, Technology Marketing Corporation (TMC[®]) publishes *Customer Inter@ction Solutions*[®] and *INTERNET TELEPHONY*[®] magazines, Web portal TMCnet.com, and the online publications SIP[™], Speech-World[™], VoIP Developer[™], WiFi Telephony[™], WiMAX[™], Alternative Power[™] and BiometriTech[™]. TMC[®] is also the first publisher to test new products in its own on-site laboratories, TMC[®] Labs. TMC[®] produces *INTERNET TELEPHONY*[®] Conference & EXPO, VoIP Developer Conference[™] and

Global Call Center Outsourcing Summit™. TMC offers live and online certification programs through TMC University. TMCnet.com publishes more than 14 online newsletters. Visit www.tmcnet.com for details.

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