

ClickFox Chosen as Top 40 Innovator by Technology Association of Georgia

ATLANTA – Jan. 24, 2005 — ClickFox, Inc., the pioneer in Customer Behavior Intelligence software that optimizes self-service applications, announced today that the company was chosen as a Top 40 Innovator by The Technology Association of Georgia (TAG). ClickFox showcased its products and services at the Georgia Technology Summit: Innovation and Entrepreneurship on Tuesday, January 19, 2005 at Cobb Galleria Center in Atlanta, attended by many leaders from Georgia's technology community.

"It is certainly an honor to be named a Top 40 Innovator in the Georgia technology community," said Tal Cohen, president and co-founder of ClickFox. "We appreciate that TAG has recognized our technology as one that is forward-thinking. ClickFox is currently enabling many organizations, including local companies like BellSouth, to dramatically improve the way their customers interact with their self-service applications, on the phone, on the Web and in self-service kiosks."

The Top 40 Innovators were chosen based on four key criteria: degree of innovation, likelihood of success, potential impact on the Georgia economy and promotion of Georgia's image of innovation, both nationally and internationally.

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.