

For Immediate Release



Portrait Software and Callfinity Partner to Provide EDGE 2020 -Approved Contact Center Systems

PITTSFORD, NY, and BOSTON, MA December 11, 2007 – Callfinity Inc, a leading provider of contact center technology, and Portrait Software plc, a leader in Intelligent Dialogue software, announced today that Callfinity's products have been certified and approved for use with EDGE, EDGE-2020, and Portrait products. Many of the largest and most successful contact centers around the world use these products as the core software systems for their businesses.

Nick Randall, CEO of Portrait, commented, "We are proud to offer our call centre customers an industry-leading suite of telephony technology. Due to our certification process, all of our EDGE, EDGE-2020, and Portrait customers can contract with Callfinity directly for ACD, IVR, call recording, and dialer solutions with the confidence that they will work with our software."

Portrait's Intelligent Dialogue software will enable organisations to extend their existing call centre capability to include an intelligent IVR system. Using highly sophisticated applications intelligent prompts can offer the most relevant product or service to each customer, therefore delivering proactive and profitable interactions.

Callfinity's suite of products includes a multimodal ACD platform for queuing and routing inbound telephone calls, chat sessions, emails, and faxes to call center agents; a modular IVR system for automated assistance and web services support; a voice and screen recording system for quality management and training; and an automated outbound dialer module with predictive, progressive, and automatic dialing capabilities. All of Callfinity's products include web-based real-time dashboards, reports, and full integration with the EDGE and Portrait software products.

"We're proud to offer our telephony products to the Portrait customer base," said Jeff Valentine, President & CEO of Callfinity. "Now, legacy EDGE customers can extend their investment in EDGE without investing in a new software integration project while implementing any or all modules in our call center suite. Furthermore, this gives EDGE customers that want to upgrade to EDGE-2020 or Portrait's newest products a clear and fully supported migration path without reprogramming their telephony systems."

Both Portrait and Callfinity plan to inform existing customers about the new certification of Callfinity's systems starting immediately.

ABOUT CALLFINITY®

Callfinity provides telecommunications software and systems to enterprises and service providers. Over 200 customers, such as British Telecommunications, John Hancock Funds, and the Massachusetts General Hospital, use Callfinity's on-premise equipment and hosted services for call recording, IVR, and other specialized uses in four countries around the world.

ABOUT PORTRAIT SOFTWARE™

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Portrait Software provides Customer Interaction Optimisation software that helps big companies deliver great customer experiences, increase sales, drive down costs and manage risk. We do this by helping organizations with millions of customers do some important things:

- **Quickly understand their customers.** See who's profitable, who's loyal and who's most likely to buy, defect or default.
- **Design intelligent interaction strategies.** Know what to sell, when and to whom; know when to talk, when to listen and when to reach out.
- **Make every interaction count.** Hold intelligent conversations, make relevant suggestions and surprise customers by showing an understanding of their needs.
- **Respond to change.** Implement new strategies and ideas quickly and consistently; respond in minutes to changes in the market, the competition, the product line and the customer.

Our 200+ customers are organisations that lead the world's most demanding customer-intensive sectors. They include Nationwide Building Society, Bank of Ireland, British Telecom, Telenor, Washington Mutual, Merrill Lynch, T-Mobile, Fiserv CBS Worldwide, Bank of Tokyo, Bank of New Zealand, China Automobile Association and IAG.

For more information please visit: www.portraitsoftware.com

For more information about Callfinity, please visit Callfinity's web site, www.callfinity.com, or contact Marcy Sepp at (877) 897-2962 or +1 585 278-1940. Callfinity is a registered trademark of Callfinity, Inc.

For more information about Portrait Software, please call +44 (0)1491 416600 or visit www.portraitsoftware.com