

SWORD Group and NewVoiceMedia announce alliance

SYSTEMS INTEGRATION ALLIANCE TO DELIVER NEXT GENERATION TELEPHONY

A specialised IT Products and Solutions Company

NEWS RELEASE

Glasgow July 29 2008. International software and services company, SWORD Group, today announced that it has entered into a systems integration alliance with NewVoiceMedia to deliver next generation computer telephony solution ContactWorld.

SWORD has a wealth of domain knowledge in the telco carrier market, and has the expertise to enable the integration of ContactWorld into existing enterprise systems through componentised modules. These modules will incorporate SWORD's Google Enterprise functionality and CRM expertise to deliver intelligent computer telephony with a level of sophistication currently beyond the reach of most organisations.

ContactWorld enables customers to realise ground-breaking capabilities including personalisation of the caller experience and speech analytics at around 30% - 40% of the cost of a current generation solution.

Based on the Software as a Service (SaaS) business model ContactWorld helps organisations of all shapes and sizes simplify their approach to intelligent call handling. Customers will be able to leverage innovative processes, deploy next generation technology, generate new value streams and reduce the cost of their current telephony platforms whilst meeting the increasing demands of regulation and security.

The platform, deployed as a service, will be targeted at Enterprise Customers, including Communications Providers and large contact centre environments with a particular focus on regulated industries including telecoms, government, finance, energy and utilities.

SWORD's Kieran O'Meara said: "I am excited about the new solutions that we will offer over the coming months by combining ContactWorld with other SWORD Group capabilities. Users will be able to significantly reduce hardware expenditures and complex integration spend.

- more -

SWORD Group and NewVoiceMedia announce alliance

SYSTEMS INTEGRATION ALLIANCE TO DELIVER NEXT GENERATION TELEPHONY

A specialised IT Products and Solutions Company

NEWS RELEASE

“ContactWorld exemplifies the way in which intelligent call handling should be delivered. ContactWorld’s patented 4th Generation CTI capabilities deliver unheard of operational flexibility, industry-leading customer experience management and operational control.”

Jonathan Grant, CEO of NewVoiceMedia commented, “The agreement with SWORD is an important step in NewVoiceMedia’s expansion strategy and we are delighted to be working with a global leader in SaaS solutions to industries in the increasingly regulated world in which we live. Our Computer-Telephony as a Service allows us to provide CTI capabilities to the 80% or so of call centres that could not implement such a capability, until now.”

- ends-

About SWORD Group

SWORD is an international IT company specialising in the delivery of software and services to regulated industries. A global leader in the delivery of Governance, Risk and Compliance Management solutions SWORD is developing into a leading Software as a Service (SaaS) company with the skills, infrastructure and knowledge to support customers across energy, travel and transportation, healthcare, insurance, banking, telecoms and government.

With offices in 16 countries, SWORD employs over 2000 people and last year generated £144 million in consolidated revenue. The company forecasts that in 2008 its consolidated revenue will exceed £184 million.

About NewVoiceMedia

NewVoiceMedia is based in Hampshire, England and is Europe’s leading provider of Hosted Contact Centre solutions. The NewVoiceMedia ContactWorld platform provides 4th Generation Computer Telephony as a Service and can enhance existing contact centres with a customer-centric capability that was previously too expensive to deploy. Solutions have been deployed into a diverse range of markets and customers, including BT, Capita Registrars, Royal Mail, Thomas Cook and Tesco.

Media Contact

Jill Greenshields

Email. marketing@sword-uk.com

Tel. +44 (0)141 533 4390