

**SWORD**

UPGRADE YOUR BUSINESS

Australian Unity selects Sword Ciboodle as platform for Customer Experience Management

Product's agility and flexibility to deliver cited as key factors in decision

Melbourne, Australia – February 24th, 2010 – Sword Ciboodle, provider of customer-oriented business software and services, today announced that it has been selected by Australian Unity as the platform to deliver customer interaction management and workflow solutions.

A trusted organisation in Australia for almost 170 years, Australian Unity is a national healthcare, financial services and retirement living organisation with more than \$600 million in revenues. Providing services to more than 560,000 Australians, including some 325,000 members nationwide, Australian Unity employs more than 1,300 staff.

Following a successful project pilot and proof of concept stage, Australian Unity has developed a roadmap to deploy the award-winning Sword Ciboodle product across a range of business initiatives. The company's immediate focus will be on campaign management, prospect management and complaints management solutions. In the long term, Australian Unity intends to use Sword Ciboodle to power workflow and customer management needs. Australian Unity previously leveraged Sword Ciboodle solutions for some specific campaign management requirements.

"The insurance business is constantly evolving and is an incredibly competitive environment, and process-centric CRM solutions like Ciboodle help Australian Unity to maintain an edge in this dynamic business environment," said Tahir Tanveer, CIO of Australian Unity. "Sword Ciboodle provides us with the agility and flexibility to respond to changes, while providing a host of quickly deployable features we require out of the box," he added.

Bill Kanellis, Sales and Loyalty Call Centre Manager at Australian Unity, noted that the business is seeing benefits from the initial implementations of Sword Ciboodle.

"There has been a significant improvement in agent and contact centre productivity, as well as better reporting and control over how we now interact with our customers," said Kanellis. "Feedback from staff has been positive and we have been able to implement repeatable and measurable customer processes," he added.

Australian Unity aims to use Sword Ciboodle to deliver measurable improvements in contact centre efficiency and customer satisfaction. Sword Ciboodle will integrate with a number of external systems including telephony. It is also planned that the solution will capture and utilise customer interaction history to enable improved service delivery.

More over /

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“Sword Ciboodle has an outstanding history of implementing multi-channel customer management and workflow solutions to the financial services and insurance sector across the globe,” said Brian Donn, CEO Sword Ciboodle Australasia. “With its easy to use functionality, out of the box capabilities and process centric approach to customer experience management, our product can help position Australian Unity to meet the dynamic and highly competitive nature of their business.

“We are very excited to be working with Australian Unity on these projects and look forward to enabling growth and a customer service revolution through our powerful platform delivering on Australian Unity’s multichannel process and workflow needs,” added Donn. “Sword Group has considerable experience and a stellar history in the insurance market and this win follows on from our recent successful Ciboodle deliveries with insurance providers such as VHI Healthcare, BGL Group & Admiral Europe and various Queensland Government departments. These customer wins continue to build on what will be another record year for Sword Ciboodle in Australasia and also provide a solid foundation for further success in 2010.”

About Sword Ciboodle

Sword Ciboodle helps improve the way large organisations interact with their customers. The combination of award-winning, process-managed CRM software and specialist consulting and delivery services help Sword Ciboodle’s clients achieve higher revenues from their customers and reduce operational costs. Sword Ciboodle is consistently recognised by industry analysts as one of the world’s leading customer-centric technology providers, and includes Sears, Queensland Police, Crazy John’s and Telecom New Zealand amongst its customer list.

For more information, please visit www.sword-ciboodle.com.

About Sword Group

Sword Group delivers high value business applications to the world’s largest companies globally.

With operations in 37 countries, Sword today employs over 2000 people and in fiscal year ending December 2007 generated \$263m in consolidated revenue.

An international leader in the delivery of Business Process Improvement solutions, Sword’s skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment.

With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance, healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and government.

For more information, please visit www.sword-group.com.

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