

**ClickFox Named "New Cool Vendor" by Leading Analyst Firm
Vendors Selected for the "Cool Vendor Report" are innovative, impactful,
and intriguing.**

ATLANTA – (April 3, 2006) -- ClickFox, the premier provider of Customer Behavior Intelligence software that models and analyzes customers' step-by-step actions in self-service environments, is included in the list of "Cool Vendors" in the "Cool Vendors in Enterprise Communications, 2006 (March 16, 2005 by Drew Kraus et al.)" report by Gartner, Inc. ClickFox is one of 6 vendors discussed in the "Cool Vendors" report. (Actually, more than six were analyzed, so it's misleading to say it's one of six analyzed.)

In the report, analyst Drew Kraus states, "Companies can spend millions of dollars on applications supporting their customers relationship strategies yet never understand the breadth of their customers' interactions with them and where the opportunities lie to improve the customer experience or gain greater wallet share."

"The only way to provide a delightful automated experience is to truly understand when and how customers are willing and happy to serve themselves, which is what ClickFox brings to light. Armed with visibility into customers' step-by-step actions, our clients can confidently serve their customers in the channel they prefer," said Marco Pacelli, chief executive officer of ClickFox. "It's rewarding that Gartner has highlighted how we are helping our clients to better understand their customers so they can improve their service channels and the overall customer experience."

ClickFox's patented software transforms existing customer data into true, objective insight by showing customers' step-by-step behavior within interactive systems and across the enterprise.

Only ClickFox translates interactions from multiple service touchpoints into an intuitive, visual map, revealing quickly and easily what customers actually do and why, so that companies can align customer needs with their business objectives.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose. Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About ClickFox

ClickFox, an Atlanta-based software company founded by Georgia Tech researchers, is a pioneer in Customer Behavior Intelligence. Its patented technology enables companies to transform existing customer data into true, objective insight by showing customers' step-by-step behavior within self-service systems, such as voice and speech-enabled IVRs, web, kiosks and CRM applications. ClickFox translates interactions from multiple service touch points into an intuitive, visual map, revealing quickly and easily what customers actually do and why, so that companies can align customer needs to their business objectives. Find company information at www.clickfox.com.