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ClickFox, Inc. Closes 2008 With 100%+ Growth Over Previous Year

Company momentum surges with new customers, 100% contract renewal rate, significant new partnerships, and expanded solution offerings

ATLANTA – January 13, 2009 – ClickFox, Inc., the defining leader of Customer Experience Analytics (CEA) software and solutions, today announced the company’s 2008 fiscal year results. Marking the company’s strongest financial performance to date, the year saw a string of successes capped off by a 100%+ leap in booking growth over 2007, dramatically exceeding overall industry growth forecasts. With the record-breaking growth, the company extends its successful track record of growing year-over-year, providing surging momentum and an expanded customer base on which to accelerate growth in 2009.

Over the past year, ClickFox signed on a number of multi-million dollar deals with new customers across a wide range of industries; the company’s customers now include all six of the top US-based telecommunications providers, in addition to an impressive roster of leading companies in industries as diverse as financial services/insurance, technology, healthcare, retail, utilities, media, and travel. ClickFox received a strong vote of confidence for the company’s industry-leading CEA5 solution with a 100% SaaS contract renewal from existing customers. Growing the company’s ecosystem of partners in 2008—which include world-class technology companies such as Accenture and Nuance —ClickFox signed several new partnership agreements with companies including Convergys/Intervoice (NYSE::CVG) and Amdocs.

“We’ve continued to find success by addressing a compelling, underserved need in the marketplace—helping businesses dramatically boost operational efficiency and profitability by holistically analyzing the total customer experience across all channels,” commented ClickFox CEO, Marco Pacelli. “In good times, we can help companies identify new avenues for growth and profitability for competitive advantage. In tough times, as we’re seeing today, our customers have turned to ClickFox with a renewed focus on shoring up customer satisfaction and loyalty by providing the best possible customer experience while at the same time, minimizing overall costs to serve.”



ClickFox's patented technology is quickly becoming the customer analytic standard across Fortune 500 enterprises to help carve out ongoing operational costs, reduce customer churn and more by enabling a behavioral business approach to managing the total customer experience across all channels. As the company continues to add new customers—and existing customers continue to expand ClickFox's solution throughout the enterprise—the company has also seen large growth in the volume of customer data, service requests and transactions supported. ClickFox currently processes over 400 million Customer Experience Saas interactions per month (4.8 billion per year) across its customers and expects these numbers to continue to rise in 2009 as the company gears up for increased transaction volume from new and existing customers.

The past year has also seen significant enhancements to ClickFox's CEA5, the company's flagship product, ClickFox CEA5 continues to deliver an award winning visualization and analysis application. Also adding to its extensive analytic engine, CEA5 has been upgraded to include a Churn analytics portal, in addition to integration into Contact Center Recording and speech analytics systems.

“We are pleased with the success we've had across several market segments as more and more companies recognize the true value—and bottom line results—that comes with holistically managing the total customer experience to not only maintain but also build increasingly profitable relationships,” Pacelli continued. “As the only solution provider in the market with the ability to truly integrate and visually synthesize all customer channels to enable this holistic customer management, we're excited by the prospects of building on our strong momentum in the new year.”

About ClickFox

ClickFox, an Atlanta-based software company, is a pioneer in Customer Experience Analytics. ClickFox's patented, proven technology enables companies to transform existing customer data into true, objective insight by showing customers' step-by-step behavior in and across self-service systems, such as voice and speech-enabled IVRs, CTI, Web, kiosks, wireless devices, 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 <http://www.clickfox.com>.



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