



News Release

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ClickFox Hires Global Marketing Expert as Chief Marketing Officer

Anna Convery, former Nexidia SVP of Marketing and Product Management, joins ClickFox to lead global marketing strategy and initiatives

ATLANTA – August 4, 2008 – ClickFox, Inc., the leader in Customer Experience Analytic Solutions, today announced that Anna Convery has joined as Chief Marketing Officer. ClickFox delivers patented technology that analyzes customer interactions, behavior and experiences across all enterprise touch points to deliver true insight into the total customer experience.

At Nexidia, Convery was responsible for developing the product and marketing strategy that positioned Nexidia as the industry leader in audio mining and speech analytics solutions.

“Having Anna join our team is a great milestone in the growth of ClickFox and further confirms our bright future. We continue to attract the talent that will allow us to have the rapid growth this market is demanding of us,” said Marco Pacelli, CEO of ClickFox. “Anna’s track record as a market-maker and depth of expertise in analytics will ensure ClickFox continues to lead and shape the customer experience analytics market.”

Prior to Nexidia, Convery held various marketing and business development roles in IBM Corporation, Jacada Ltd. and Unibol Inc. throughout EMEA (Europe, Middle East and Asia) and North America.

“The ClickFox vision of holistically understanding customer experience answers a compelling need in the industry,” Convery said. “In working with many Fortune 500 companies over the past few years, I have seen this need grow exponentially. Truly understanding customer experience has become the competitive differentiator for many of these organizations. In my role as CMO, I look forward to making Customer Experience Analytics a core strategic initiative of successful businesses throughout the world.”

As a recipient of the 2007 Women in Technology of the Year Award and acknowledged as one of Atlanta's 40 under 40 by the Atlanta Business Chronicle, Convery has clearly established herself as a leader and pioneer in the industry.

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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