Frost & Sullivan 8ᵗʰ Annual Customer Contact 2012, East
April 15 – 18, 2012
Marriott Marco Island Beach Resort, Marco Island, FL

ATA Convention & Expo, Booth 404
April 29 – May 2, 2012
Westin Diplomat, Hollywood, FL

SPS Integrates Visuals for Mobile with Radish ChoiceView to Ease Contact Center 'Pain'

SPS' Frost & Sullivan and ATA exhibits feature Radish ChoiceView for Contact Centers

Boulder, Colo. (April 11, 2012) — Radish Systems announces that Strategic Products and Services (SPS), a global telecommunications technologies integrator, is offering ChoiceView™ as a contact center solution for mobile and enterprise communications. At the Frost & Sullivan Executive MindXchange exhibit April 15-18, 2012 and at the ATA 2012 Expo on April 29-May 2, SPS will demonstrate how contact centers can simultaneously send visuals to mobile device users while talking/texting with them. Research shows that seeing visuals while talking increases understanding by at least five times. Complex transactions for sales and support are completed more quickly and effectively when callers can say, "Now I see what you're talking about!™"

"We welcome Radish Systems to our integrated contact center applications portfolio," said Monica Tarr, SPS contact center consulting practice director. "Radish ChoiceView mobile applications offer contact centers additional options to service their customers and provide a unique way for clients to interact through live visual communications. We are partnering with Radish to offer a unique solution for our contact center customers. Be sure to come to our Frost & Sullivan exhibit April 15-18 at the Marriott Marcos Island, FL, for a demonstration, as well as the SPS booth 404 the ATA Expo on April 29-May 2 in Hollywood, FL, to see our contact center solutions."

"Did you know that our enterprise prospects tell us that for every second they shave off the average call handling time they save $1M per year in contact center costs? Radish ChoiceView helps save businesses big bucks!" said CEO Theresa Szczurek. "Radish is pleased to partner with SPS to offer the next-gen unified enterprise communications and to improve efficiency of call centers communicating with mobile callers. SPS leads the way for Visual Interactive Voice Response (IVR) systems as well as 'voice with visuals'

communications via live agents powered by ChoiceView. Visuals such as photos, documents, diagrams, and video clips are instantly available to mobile users so they can 'See it and Hear It'™."

About SPS

As a multi-vendor systems integrator, Strategic Products and Services (SPS) has helped companies across the globe boost revenues, overcome business obstacles and gain an edge on the competition. With over 20 years of profitable growth and offices in nearly 30 North American cities, SPS designs, implements, and supports technology solutions to help customers be more efficient and competitive in their markets. For a full partner listing, please visit www.spscom.com.

SPS specializes in contact center, unified communications, network convergence, SIP/SIP Trunking, VoIP, telecom expense management, video, consultative planning and monitoring services. In addition to Avaya, Microsoft, Cisco, Extreme Networks and Juniper Networks, SPS holds numerous certifications with partners that enable SPS to provide powerful integrated solutions. For the past five consecutive years, SPS was ranked in the top 300 of the VAR500, a listing of the largest information technology (IT) solution providers, integrators, and service companies in North America. Additionally, SPS has earned numerous awards and recognition from their strategic partners.

About Frost & Sullivan

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership through research and best-practice models. Their events for elite executives include the 8th Annual Customer Contact 2012, East: Delivering the Experience Your Customers Expect. Visit www.frost.com

About ATA

The 2012 ATA Convention & EXPO "Managing Customer Experience in a Digital World" is the national trade show for the non-profit American Teleservices Association dedicated to advancing companies that use contact centers. Visit www.ataconnect.org/

About Radish Systems

Radish Systems, LLC improves the way organizations communicate with smart mobile device users through its award-winning ChoiceView 'Communications-as-a-Service' technology platform. ChoiceView offers the next generation of multimodal unified communications, allowing visual information to be shared during a phone call with smart mobile device users using ANY phone, ANY network. The results are faster communications, lower operating costs, enhanced user

experiences, and higher revenues. ChoiceView is available as a general mobile app on Apple and Android mobile devices; software for live and automated agents in enterprise contact centers as well as for individual PC users; and as a Software Developers Kit for inclusion in third-party mobile apps. Use cases include visual interactive voice response systems (Visual IVR), enhanced customer, patient, and technical support, and improved information exchange. For more information and a demonstration, visit www.RadishSystems.com.

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Media Contacts:
Ida Halasz, Radish Systems, LLC
303-443-2003, 720-440-7560, ida@RadishSystems.com; media@RadishSystems.com

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