PRESS RELEASE
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Noble™ Messenger from Noble Systems Wins ATA Technovation Award
Noble Systems is Recognized for Outstanding Innovations in Contact Center Technology Products

Atlanta, GA – October 3, 2007: Noble Systems Corporation, a global leader in innovative contact center technology solutions, has received the **Technovation Award** from the American Teleservices Association for its **Noble™ Messenger** product. The award was presented this week at the ATA's 2007 Annual Convention and Expo.

The ATA recognized Noble Systems in the New Products category for its innovative contact center technology solution. **Noble™ Messenger** allows companies to send information to their customers quickly, without taking agent resources away from other services. Special offers, service reminders, welcome messages, renewal notices, collection calls, and time-sensitive announcements can be handled in-house through **Messenger's** automated outbound messaging system, so agents can focus on other activities. **Messenger** offers a truly integrated broadcast messaging platform, combining blended contacts with IVR and TTS, for total control of messaging programs. Companies can manage their programs and messages with ease and save money, and eliminate the need for a third-party service.

"Every year the teleservices industry is moving forward. Technology firms and contact centers are coming up with new products and processes to make life easier for teleservices employees," states Tim Searcy, CEO of the American Teleservices Association. "The **ATA Technovation Award** recognizes Noble Systems' innovation and continuing focus on new product development."

James K. Noble, Jr., President & CEO of Noble Systems, says, "**Noble Messenger** can help our users save resources and improve efficiency. They can quickly create 'agent-less' outbound broadcast messaging programs via our user-friendly toolset. We are excited to have this product recognized by the ATA – the leading organization supporting the teleservices industry."

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About ATA

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. Founded in 1983, the American Teleservices Association (ATA) represents more than 4,000 contact centers that account for over 1.8 million professionals worldwide. www.ataconnect.org

About Noble Systems

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble™ Solution includes advanced ACD and predictive dialing; unified contact processing; and integrated IVR, recording, messaging, quality/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information, contact Lee Allum at 1.888.8NOBLE8 or visit www.noblesys.com.

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