



ShoutPoint Enables Other Companies to Integrate with Voice Broadcasting Services

Newport Beach, CA-February 12, 2008. ShoutPoint, a leading provider and software developer of mass voice messaging and interactive voice response (IVR) technologies, today announced that it has released an application programming interface (API). Jamie Christiano, ShoutPoint's CEO stated, "This API gives companies the ability to integrate interactive voice broadcasting without having the expense of building and managing their own network and software. As a result, companies that wish to provide voice broadcasting as a communication medium can integrate the ShoutPoint API with their existing software within days or weeks instead of months." The API allows application developers seamless integration into their software.

Customer communication has become a great focus among many industries to increase client satisfaction and retention rates. Many companies are leveraging various communication methods such as email, short message service (SMS) and interactive voice broadcasting as a means to communicate with their customers. Companies find a myriad of reasons to communicate with their customers whether it is to confirm an appointment, renew an agreement, notify of a shipment, collect a payment or thank them; communicating with the client the way the client wants to be contacted is imperative to increasing client satisfaction and retention levels.

About ShoutPoint, Inc.

ShoutPoint enhances how you communicate with your customers, constituents and the public through hosted inbound and outbound interactive automated messaging and hosted predictive dialing.

ShoutPoint's team has been developing business and communications software for over 15 years. While developing software, the team came to the realization that other companies simply were not developing features that customers needed; specifically features that gave customers control over the company's automated messaging systems. ShoutPoint's goal has always been to give customers the control they need and not just to add features for the sake of adding complexity. ShoutPoint doesn't just talk the talk, they make the talk happen! For more information contact ShoutPoint at 877-ShoutPt (877-746-8878) or visit us at www.shoutpoint.com.

