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Interactive Intelligence Launches e-Commerce Website

Interactive Intelligence MarketPlace℠ to offer customers fast and easy access to complementary products; resellers and other third-parties enjoy broader product exposure

INDIANAPOLIS--(BUSINESS WIRE)-- Interactive Intelligence Group Inc. (Nasdaq: ININ), a global provider of unified IP business communications solutions, is launching an e-commerce website that will give customers and resellers fast and easy access to products that complement the vendor's all-in-one IP communications software suite.

The *Interactive Intelligence MarketPlace*℠ features a collection of third-party and internally developed products — from process automation templates and packaged integrations, to custom reports and dashboards — all designed to leverage the vendor's contact center automation, unified communications, and business process automation functionality. Products offered will also include those targeting many vertical industries, such as financial services, insurance, outsourcers/teleservices, debt collection, and utilities.

"*Interactive Intelligence MarketPlace*℠ will ease access to new capabilities for Interactive Intelligence customers, who can now be more proactive in their search to customize and add value to their solutions," said Frost & Sullivan's senior industry analyst for unified communications and collaboration, Rob Arnold. "Interactive Intelligence resellers and developer partners, likewise, benefit from increased exposure of their products, and increased visibility among other members of the vendor's ecosystem."

"Unlike a lot of competitive 'app stores,' we designed the Interactive Intelligence *MarketPlace* so customers and resellers have direct, centralized access to products instead of redirecting them to multiple third-party sites, thus resulting in time-consuming searches," said Interactive Intelligence founder and CEO, Dr. Donald Brown. "Combined with our channel of more than 350 resellers, our expansive worldwide developer network, and an extensive consultant community, *MarketPlace* offers a fast and easy way to maximize existing investments in our software."

Products offered on the *Interactive Intelligence MarketPlace*℠ are ideal for Interactive Intelligence enterprise and contact center customers of all sizes located worldwide. Resellers can also access products for their Interactive Intelligence customers, as well as post their own products for purchase. For more information about qualifying to post products on the *Interactive Intelligence MarketPlace*℠, visit: www.inin.com/marketplace.

Interactive Intelligence MarketPlace℠ is scheduled to launch in December 2012. Products can be purchased via credit card or purchase order.

About Interactive Intelligence

Interactive Intelligence Group Inc. (Nasdaq: ININ) is a global provider of contact center automation, unified communications, and business process automation software and services. The company's unified IP business communications solutions, which can be deployed on-premises or via the cloud, are ideal for industries such as financial services, insurance, outsourcers, collections, and utilities. Interactive Intelligence was founded in 1994 and has more than 4,500 customers worldwide. The company is among Forbes Magazine's 2011 Best Small Companies in America and Software Magazine's 2012 Top 500 Global Software and Service Providers. It employs more than 1,000 people and is headquartered in Indianapolis, Indiana. The company has offices throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Interactive Intelligence can be reached at +1 317.872.3000 or info@inin.com; on the Net: www.inin.com.

This release may contain certain forward-looking statements that involve a number of risks and uncertainties. Factors that could cause actual results to differ materially are described in the company's SEC filings.

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Interactive Intelligence
Christine Holley, Senior Director of Market Communications, +1-317-715-8220

christine.holley@inin.com

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