INTERACTIVE INTELLIGENCE

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Interactive Intelligence Releases Interaction Mobilizer™ for Windows 8

INDIANAPOLIS--(BUSINESS WIRE)-- Interactive Intelligence Group Inc. (Nasdaq: ININ), a global provider of unified IP business communications solutions, has launched *Interaction Mobilizer*™ for Windows 8 and Windows RT.

Interaction Mobilizer™ is a software platform that enables mid-size to large contact centers and enterprises to rapidly deploy customer service applications for tablets and other mobile devices.

Interaction Mobilizer™ was designed to empower companies to more quickly deploy transactional apps that give customers using mobile devices an improved service experience. It accomplishes this by supplying customer-specific contextual information to contact center agents, and by enabling users to conduct transactions without leaving their apps.

With this launch, *Interaction Mobilizer*™ customers will be able to deploy branded Windows Store apps to offer their customers a superior service experience via mobile devices.

"Instead of frustrating customers with the traditional separation of self-service and live voice calls, *Interaction Mobilizer*™ users on a Windows 8 device can simply select an option from within the app to update account details, transfer funds, connect to a live contact center agent, or conduct some other activity," said Interactive Intelligence founder and CEO, Dr. Donald E. Brown. "This is the kind of next-generation customer service that *Interaction Mobilizer*™ for Windows 8 and Windows RT delivers."

"Microsoft developers have always provided great functionality and value for our shared customers," said John Richards, senior director of Windows App Marketing for Microsoft Corp. "With its new design, cloud connectivity, and proven hardware, Windows 8 gives them the platform that enables their customers to deliver value-added, no-compromise service experiences."

For more information about *Interaction Mobilizer*™, visit http://www.inin.com/solutions/Pages/Mobile-Customer-Service.aspx.

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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