INTERACTIVE INTELLIGENCE

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Interactive Intelligence Acquires Customer Base from New Zealand Reseller, Amtel

Acquisition increases the company's presence in the region; gives local customers direct access to expanded support services; paves way for launch of cloud-based communications services in New Zealand

INDIANAPOLIS & AUCKLAND, New Zealand--(BUSINESS WIRE)-- Interactive Intelligence Group Inc. (Nasdaq: ININ), a global provider of unified IP business communications software and services, has purchased the customer support agreements of its New Zealand reseller, Amtel.

Under the terms of the agreement, effective April 1, 2013, Amtel's 24 customers will now directly be served by the Interactive Intelligence sales, marketing, support and services organization in New Zealand.

"This acquisition benefits former Amtel customers by giving them direct access to our local, regional and global support and services staff, which number about 450 worldwide," said Interactive Intelligence founder and CEO, Dr. Donald E. Brown. "At the same time, it will help us launch our cloud-based communications-as-a-service offering in New Zealand."

The company plans to expand its Auckland staff to total between eight and 12 employees by the end of the year. It also plans to relocate the office to a larger facility within the next 12 months.

As done in other regions, Interactive Intelligence will continue its "sell-through-partner" strategy throughout the Australia and New Zealand markets, according to Dr. Brown. "We remain committed to our reseller channel and will continue to support existing partners in the region, which is in keeping with our combination of a direct and partner distribution model that we've operated successfully throughout the world since our founding in 1994," he said.

Interactive Intelligence will provide more information in its Form 10-Q for the first quarter of 2013, which will be filed with the Security and Exchange Commission in May 2013. Full disclosure will be provided in its Form 10-Q for the second quarter of 2013, which will be filed with the SEC in August 2013.

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 5,000 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 approximately 1,400 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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