



The People
You Need to Reach...

The Results
You Need to Achieve...

> Corporate Overview

About SoundBite

SoundBite Communications (Nasdaq: SDBT) is a leading provider of automated voice messaging solutions that are delivered through a Software as a Service (SaaS) model. Organizations rely on SoundBite's on-demand solution to initiate and manage customer contact campaigns across a variety of collections, customer care, and marketing processes. SoundBite helps organizations increase revenue, enhance customer service and retention, and secure payments, and can improve contact center efficiency by increasing agent productivity and enabling agentless interactions. The company's multi-tenant customer communications platform is used by organizations across a number of industries, including collection agencies, financial service providers, retailers, telecommunications providers, and utilities. SoundBite's service has the capacity to initiate more than 14 million calls each day, and in 2006 clients used the service to place nearly one billion calls.

SoundBite is headquartered in Bedford, Massachusetts. For more information, visit www.SoundBite.com.

The On-Demand Service Advantage

SoundBite is a proven, web-based service provider. Our solution is delivered through a Software as a Service (SaaS) model and therefore does not require any hardware or software installation. Thus, there are no upfront investments or maintenance expenses, and users benefit from the latest technology upgrades. As a multi-tenant platform, it has the capacity to deliver millions of calls each day and can be integrated with complementary services such as autopayments, locate, and advanced analytics.

With SoundBite, there are no contracts or minimum usage requirements. Clients only pay for what they use. We offer the option of using the SoundBite automated voice messaging solution in a self-service capacity, or, if desired, client campaigns can be fully managed by SoundBite.

Automated Voice Messaging Solution

Through the delivery of automated, professionally recorded voice messages, SoundBite helps organizations reach "the people they need to reach" so that they can secure a payment, grow revenue, enhance customer service, or increase customer retention. SoundBite's automated voice messages can be scripted as one way, alert-based messages, or they can be interactive with the option to Direct Connect to a call center or enable an agentless transaction to be performed. Messages can also be "right-party verified" before full message delivery to ensure the message is being delivered to the correct individual.

Applications and Benefits

Collections, customer service, and marketing organizations have successfully leveraged SoundBite to:

- ◆ Deliver timely, high quality voice messages to large volumes of customers in a cost-effective manner
- ◆ Improve response rates by using automated voice messaging as a substitute for, or a supplement to, existing communication methods
- ◆ Secure payments, grow revenue, enhance customer service, and increase customer retention in a more timely fashion
- ◆ Increase the productivity of call center agents by turning cold, outbound calls into warm, inbound calls
- ◆ Reduce operational costs with an approach that is less expensive than other modes of communication and can be implemented in a much shorter timeframe

Clients

SoundBite's on-demand platform has been utilized by a wide range of industries and businesses including:

- ◆ Collection Agencies
- ◆ Financial Services
- ◆ Utilities
- ◆ Telecommunications
- ◆ Retail
- ◆ Insurance
- ◆ Healthcare

Management

- ◆ Peter Shields, President and CEO
- ◆ Robert Leahy, Chief Operating Officer and Chief Financial Officer
- ◆ Tim Segall, Chief Technology Officer
- ◆ Christopher Hemme, Vice President, Finance
- ◆ Dick Underwood, Executive Vice President, Sales
- ◆ Noreen Henrich, Vice President, Client Management
- ◆ Andrew Gilbert, Vice President, Operations

Board of Directors

- ◆ Eric Giler, Chairman and CEO, Groove Mobile
- ◆ Jamie Goldstein, General Partner, North Bridge Venture Partners
- ◆ Vernon Lobo, Managing Director, Mosaic Ventures
- ◆ Justin J. Perrault, General Partner, Commonwealth Capital Ventures
- ◆ James J. Roszkowski
- ◆ Peter Shields, President and CEO, SoundBite Communications
- ◆ Regina O. Sommer, Director