

SoundBite Introduces Web Services API

Easy integration with SoundBite platform enables event-based applications for business critical communications including fraud alerts and emergency notifications

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BEDFORD, Mass., November 5, 2008 –SoundBite Communications, Inc. (NASDAQ: SDBT) today introduced a Web Services Application Programming Interface (API) which allows SoundBite clients and partners, including resellers and OEMs, to easily integrate with the [SoundBite Intelligent Communications Platform](#) to deliver proactive customer communications. The [SoundBite API](#) is designed for organizations that want to leverage an integrated, multi-channel platform to deliver proactive customer communications including time-sensitive communications such as alerts for suspicious credit card activity, emergency broadcast notifications, and healthcare appointment reminders.

The secure Web Services API provides organizations with seamless access from their business data and logic to the full functionality of SoundBite's hosted platform. As a result, organizations can send automated messages directly from any application, according to their own business rules.

"SoundBite is currently integrating with a leading notifications provider that delivers millions of messages each month for emergency and non-emergency school communications," said Tim Segall, chief technology officer of SoundBite. "SoundBite's API will enable this provider, and other channel partners and clients, to seamlessly integrate their applications with the SoundBite platform and to leverage our on-demand capacity to successfully deliver high volumes of notifications on a moment's notice. We believe that our Web Services API will expand our existing reseller and OEM channels and create new revenue generating opportunities for SoundBite."

The Web Services API allows organizations to leverage their existing systems and platforms to automate business processes and transform their customer communications through a Software-as-a-Service (SaaS) offering. The Web Services API provides capabilities to control the creation and launch of new campaigns by automatically transferring the associated data from the organization's platform to the SoundBite platform. Campaign results are delivered securely back to the host systems.

Using Simple Object Access Protocol (SOAP) and Extensible Markup Language (XML), the Web Services API:

- Allows for custom levels of integration into back office data systems
- Automatically transfers data from the host platform to the SoundBite platform
- Delivers messages based on unique business rules and technical needs
- Enables real-time, event-based applications such as fraud alerts, delivery status
- Significantly reduces the time to develop and deploy applications.

The SoundBite Web Services API is available today. For more information, visit www.soundbite.com/technology/web-services-api.

About SoundBite Communications, Inc.

SoundBite Communications provides on-demand, integrated multi-channel communications solutions that enable clients to achieve superior business results. Building on its foundation as a leading provider of automated voice messaging services, SoundBite offers integrated voice, text and email messaging solutions that help clients deliver the right message, to the right customer, using the right channel, at the right time. Organizations in industries such as collections, financial services, retail, telecom and media, and utilities rely on the SoundBite Intelligent Communications Platform to send over a billion messages annually for collections, customer care, and sales and marketing applications. For more information, visit www.SoundBite.com.

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