

SoundBite Communications Launches Business Partner Program to Support Global Demand for Proactive Customer Communications Solutions

Flexible Program Provides SoundBite Partners with Sales, Marketing and Technology Benefits to Take Advantage of Business Opportunities Across Multiple Industries

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BEDFORD, Mass., January 27, 2009 – [SoundBite Communications, Inc.](#) (NASDAQ: SDBT) today announced a [Business Partner Program](#) enabling resellers, solution providers, OEMs and international distributors to provide their clients with SoundBite's award-winning proactive customer communications solutions. This program will make [SoundBite's Intelligent Communications Platform](#) available to new markets, both domestically and internationally. The [Business Partner Program](#) has more than 20 participants, including Akcelerant, CR Software, Electronic Payment Providers (EPP), Latitude Software, Mindshare Technologies and Online Resources.

SoundBite's [Business Partner Program](#) is designed to address the unique competencies and needs of organizations seeking to resell, deliver and support SoundBite's industry-leading technology. Partnership categories include:

- **[Reseller Partners](#)** — Comprised of value-added resellers and application solution providers, these partners are authorized resellers of the SoundBite Intelligent Communications Platform
- **[OEM Partners](#)** — SoundBite's web services API enables solution providers to integrate their solutions to access the full functionality of SoundBite's on-demand, Intelligent Communications Platform
- **[Referral Partners](#)** — These organizations offer complementary services and solutions and recommend the SoundBite Intelligent Communications Platform to their clients

"SoundBite's integrated suite of voice, text and email communications is an ideal complement to our real-time automated customer feedback solutions," said Erich Dietz, director of strategic accounts, Mindshare Technologies. "SoundBite enables us to automate interactive, intelligent surveys, which brings our clients the input they need to understand their customer needs. Most importantly, this real-time data helps our clients improve operations and responsiveness."

Benefits of the SoundBite Business Partner Program

SoundBite [Business Partner Program](#) participants have full access to an array of services and benefits, including sales, marketing and technical support. These include:

- **Sales Enablement**—Access to various sales tools and sales leads
- **Marketing Support**—Dedicated marketing representative, participation in co-marketing campaigns, development of co-branded collateral
- **Training**—Web-based and on-site sales and technical training to ensure success in selling and supporting SoundBite's solutions

- **Professional Services**— Resources to assist partners with program development and launches

A recent Forrester Consulting survey of 221 senior-level communications decision makers revealed that 75% of organizations surveyed plan to increase their proactive (outbound) customer communications over the next 2-3 years, according to [“Proactive Customer Communications Promote Closer Customer Connections: Market Growth Driven by New Services in Customer Care,”](#) a commissioned study conducted by Forrester Consulting on behalf of SoundBite.

“This new [Business Partner program](#) demonstrates the strategic commitment we are making to our business partners to help satisfy the growing demand for proactive customer communications solutions,” said Debbie Braunert, vice president of market development at SoundBite Communications. “These partnerships will enable SoundBite to extend its voice, text and email solutions, along with other complementary service offerings, to additional market segments and geographies.”

Please contact Debbie Braunert at (781) 897-2583, dbraunert@SoundBite.com or visit www.soundbite.com/partners for more information or to pursue a potential partnership with SoundBite.