

Mall Networks Partners with SoundBite Communications to Deliver Mobile Marketing Offers for CyberMonday.com

New 'Deal of the Hour' via SMS Text Messaging Helps Shoppers Capitalize on Bargains this Holiday Season

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Lexington, MA, and Bedford, MA, November 24, 2009 – Mall Networks, the leading provider of loyalty shopping solutions, today announced a partnership whereby SoundBite Communications, Inc. (NASDAQ: SDBT) will power the mobile marketing offers for CyberMonday.com. Cybermonday.com is a holiday shopping deal site powered by Mall Networks for Shop.org, where millions of shoppers go to find the best deals every holiday season. New to the site this year, a Deal of the Hour mobile marketing offer will be sent using SoundBite text messaging to shoppers on their mobile phones, enabling them to take advantage of bargains throughout Cyber Monday. Cyber Monday takes place on the first Monday after Thanksgiving, which is November 30, 2009.

Americans send 50,000 text messages per second. Ninety-five percent of those messages are opened and read, most within 15 seconds of sending. The brevity, immediacy, and mobility of the text messaging channel makes it ideally suited for communicating CyberMonday.com's Deal of the Hour. By simply opting in on CyberMonday.com, consumers can receive Deal of the Hour text messages and benefit from great savings while on the go.

"CyberMonday.com has established itself as one of the top holiday shopping destinations with hundreds of special offers and compelling deals from over 600 of the top online merchants," said Dave Andre, Founder and Chairman of Mall Networks. "Shoppers can now have access to more timely and relevant offers – benefiting them as well as the merchants with whom they choose to do business."

"Consumers' growing preferences for mobile phones and text messaging provide a compelling opportunity for marketers that wish to create a deeper level of customer engagement this holiday season," said Mark Friedman, Chief Marketing and Business Development Officer of SoundBite Communications. "SoundBite is excited to enable the mobile marketing initiatives on behalf of CyberMonday.com and to help ensure that shoppers can take full advantage of time-sensitive deals available throughout the day."

About Mall Networks

Mall Networks is the leading provider of loyalty shopping solutions that increase revenue, strengthen customer loyalty, and improve member engagement for a range of industries including financial services, card issuers, airline and hospitality, affinity organizations and loyalty programs. Featuring an integrated network of more than 700 world-class online and bricks-and-mortar merchants, Mall Networks' multi-channel shopping solutions and flexible, on-demand platform power personalized online and in-store shopping programs for more than 100 million consumers. Industry leaders including JPMorgan Chase, Delta, USAA, Best Buy, Upromise, and Verizon rely on Mall Networks to build loyal, profitable customer relationships. Mall Networks is headquartered in Lexington, Mass. For more information, visit <http://www.mallnetworks.com/>.

About SoundBite Communications

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 <http://www.soundbite.com/>.