

Five9 Virtual Call Center Software Receives 2010 CRM Excellence Award from Customer Interaction Solutions Magazine

Five9's Market Leading On-Demand Call Center Software Honored for Helping Clients Enhance Customer Relationships and Improve Loyalty

PLEASANTON, Calif. – April 19th, 2010 – Five9, Inc., announced today that [Technology Marketing Corporation's](#) (TMC) Customer Interaction Solutions® magazine has named the Five9 Virtual Call Center Suite as a recipient of a 2010 CRM Excellence Award. [Customer Interaction Solutions](#) has been the premier publication in the CRM, contact center and teleservices industries since 1982.

Five9 pioneered the on-demand call center software market in 2001 with the introduction of the first release of its virtual call center software. In 2009, Five9 introduced the [Cloud Computing Platform for Call Centers](#) to facilitate building integrated applications including Five9's software and cloud-based CRM and lead-management applications from third-party vendors, offering pre-packaged integrated solutions with market-leading enterprise applications as well as the [Five9 Developer Program](#).

The Five9 Developer Program provides tools and a development sandbox to enable customers, developers, consultants and I.T. professionals to develop customer-driven application extensions to the Five9 Virtual Call Center Suite, thereby enabling Five9 customers to solve unique problems or gain competitive advantage through integrated enterprise applications.

Accepting the award, Jim Dvorkin, CTO of Five9, stated, "We are honored to receive yet another award for our continued innovation in delivering call center software from the cloud. Our industry-first innovative Cloud Computing Platform for Call Centers has enjoyed tremendous adoption from customers and partners since being introduced late in 2009. We are looking forward to 2010 as a year of further expansion of our product portfolio and partner ecosystem," added Dvorkin.

"The Eleventh Annual CRM Excellence Awards has recognized Five9 for being a true CRM partner to its customers and clients," said Rich Tehrani, CEO, TMC. "Five9 has demonstrated to the editors of Customer Interaction Solutions that the Five9 Virtual Call Center Suite improved the processes of their clients' businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset...their customers."

Based on hard data, the CRM Excellence Awards rely on facts and numbers demonstrating the improvements that the winner's product has made in a client's business. Winners were chosen on the basis of their product or service's ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer.

About Five9

Five9 is the leading global provider of on-demand [call center software](#) for telemarketing, customer service, and business continuity. The award-winning Five9 [Virtual Call Center](#) and [Predictive Dialer](#) serve customers of all sizes on five continents. Customers profit from Five9's reliable, robust functionality that is fast, easy, and affordable to deploy. For more information, visit www.Five9.com. Become a fan of Five9 at: www.Facebook.com/CallCenterSoftware

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