

SoundBite Communications Appoints Diane Albano Executive Vice President of Sales and Client Management

25-Year Sales Veteran Brings a Proven Track Record of Driving Market Growth

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BEDFORD, Mass., March 11, 2010 — SoundBite Communications, Inc. (NASDAQ: SDBT), a leading provider of on-demand, multi-channel proactive customer communications, today announced that it has appointed Diane Albano as its Executive Vice President of Sales and Client Management, effective March 15, 2010. Albano will be responsible for the global sales, services and delivery strategy of [SoundBite's proactive customer communications offering](#).

“Diane’s proven track record of successfully growing and sustaining key client and partner relationships as well as driving market growth will be instrumental as we continue to offer our innovative solutions and consultative services to organizations around the world,” said Jim Milton, president and CEO of SoundBite Communications. “This demonstrated success, coupled with her vast industry experience defining and executing a global sales strategy, will be instrumental in building demand for our proactive customer communications solutions.”

“I’m excited to join SoundBite and believe there is tremendous opportunity for us to continue and expand our market leadership,” said Albano. “Through our sales and client management organization we will deliver incremental value through proactive customer communications solutions which help our clients solve business challenges and address new market opportunities.”

Albano joins SoundBite with more than 25 years of experience in enterprise sales and services to global organizations, including leading financial institutions and telecommunications providers. Albano began her career working for technology giants Burroughs and Xerox, after which she joined Digital Equipment Corporation. While there, she served in various sales management, global account management, and executive leadership positions. After Digital, Albano managed Genuity’s 900-person sales and marketing organization and grew enterprise sales to \$1.1 billion. She also has held senior-level sales roles at Aspen Technology, FAST (acquired by Microsoft), Honeywell Corporation, Progress Software, Thomson NETG, and Workscape.

Albano earned a Bachelor of Arts degree in economics from the University of Massachusetts. She also attended the Executive Management program at Harvard Business School.

About SoundBite Communications

SoundBite Communications is a leading provider of on-demand, multi-channel proactive customer communications solutions designed to transform the way organizations communicate throughout the customer lifecycle to build trusted, lifelong and profitable relationships. Clients can leverage SoundBite’s proactive customer communications offering and expertise in designing, executing and optimizing communications strategies to engage in relevant customer interactions that deliver long-term business value. Visit SoundBite.com for more information.

SoundBite is a registered service mark of SoundBite Communications, Inc.