

LISTENING METHODS

For Immediate Release

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Tracy Clifford joins Listening Methods, LLC as VP Sales (Industry veteran joins to build analytics start-up)

San Francisco, CA. (January 1, 2010) – Listening Methods, a leading developer of advanced contact center analytics and visualization software today announced that Tracy Clifford has been named vice president of sales for the company. Listening Methods makes this important hire in anticipation of the company shipping version one of its new software.

Tracy Clifford joins Listening Methods with over 20 years of experience building world-class sales teams, driving profitable growth, and increasing market share in early stage companies. Prior to joining Listening Methods, Tracy served as vice president of sales for Nextance, a leading contract performance management solutions provider. While there, Tracy's execution resulted in Nextance being named a top five software company on the Inc. 500 List. In addition, Tracy contributed to the growth and profitability of such companies as Quintus, Avaya, Motorola and Blue Pumpkin where he held the position of vice president of strategic sales and services. "Listening Methods products fill a critical gap in contact center analytics solutions, I'm looking forward to helping the company quickly establish a leadership position in this growth market" said Tracy Clifford.

"Tracy comes to Listening Methods at a critical time as we prepare to launch version one of our analytics and visualization software" said Greg Borton, CEO. "Tracy brings a wealth of experience and proven track record of leading successful technology companies to rapid growth. Adding Tracy to our executive team will enable us to establish a strong sales base that will provide capital for future growth."

About Listening Methods

Listening Methods is a leading developer of packaged analytics, visualization software and services focused on the contact center. Listening Methods enable businesses to visualize how customers interact with your company. To find out more about Listening Methods, call 415-425-2500 or send an email to info@listeningmethods.com.

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