



FOR IMMEDIATE RELEASE:

CONTACT:

Mike Kepler

Wessan Interactive

800-468-7800 x407

mkepler@wessan.com

www.wessan.com

Customizing Interactive Solutions to Fit the Industry

Omaha, NE, March 26, 2009 – In the interactive world, very rarely does a "one size fits all" approach work for many companies. Most organizations require customized solutions that address their unique business needs.

For over 20 years, Wessan Interactive has been customizing solutions for a wide variety of industries. They have created thousands of different applications, developed hundreds of unique websites, transcribed millions of hours of data for various companies, stayed ahead of emerging technology and processed tens of millions of IVR calls, web hits and text messages.

"Most of our solutions are built for a specific industry taking into consideration the nuances associated with how that business goes to market and tends to their customers" says Karen Westerfield, President of Wessan.

A few of the solutions Wessan has developed for a specific application or particular industry are:

Game Day Status - an internet-based, mass alert notification system designed for parks, recreational facilities, youth clubs, teams and sports leagues. This solution allows groups to send permission-based SMS text message notifications with a 95% open rate and/or email for game cancellations, weather alerts and updates to parents and league members in a matter of seconds.

Interactive Workforce Management - a phone (IVR) based, data capture system designed for companies with multiple shifts, call centers or any company that has multiple employees with varying work schedules. This solution accurately records the

employees' daily attendance tracking absentee rates. As a result, imbalances in shifts are minimized showing improvement in overall workforce management performance.

Automated Help Desk - a phone (IVR) based application that allows companies to have one (1) phone number where customers can report any issue. These complaints/issues/concerns are routed to the appropriate department where the recorded issue (both in text and audio file) can be resolved. This solution saves companies time and money having a centralized location for all calls.

Mobile Lottery Update - an internet-based, mass alert notification system designed for lottery organizations to increase ticket sales and enhance loyalty by keeping lottery players informed of winning numbers, jackpot sizes, new games, promotions, retailer locations or any other information. This solution allows organizations to send permission-based SMS text messages and/or email for pennies per notification.

Mobile Coupons - This solution is an SMS text message system that encourages customers to sign up for text notifications geared to deals and special offers. This system allows restaurants, fast food organizations, retail shops, car maintenance companies (oil change shops), etc.. to send instant coupons, text messages on slow days, leverage advertising or run a contest using text.

Property Celling - This solution is an SMS text message notification system that provides potential buyers with photos, pricing, agent contact and additional info directly on their mobile phones while they are on site of the property. At the same time, the agent is sent the contact info of the prospect - via email, text or both - while the prospect is still in front of the house. The agent is now connected with someone looking at the property, who they normally wouldn't even know was looking!

Mobile Schedule - This solution is an SMS text message notification system that provides attendees to an event, conference, seminar, meeting, trade show, theme park, attraction, etc.. with the location and time of each happening before it happens. The attendee simply texts a keyword from their phone and they will instantly receive the complete itinerary, a set of reminders or any other information that has been programmed.

"The above mentioned solutions are just a few that we have developed over the years" says Jeff Campbell, VP of Sales & Marketing for Wessan Interactive. "Give us call at 800-468-7800 so we can discuss a customized solution for your next project."

About Wessan Interactive

For over 20 years, Wessan Interactive has been developing interactive solutions for a

wide variety of industries. They have created thousands of different IVR applications, developed hundreds of unique websites, transcribed millions of hours of data for various companies, stayed ahead of emerging technology and processed tens of millions of calls, text messages and web hits. For more information on Wessan Interactive, call 800-468-7800 or visit wessan.com.

- END -