

WORLDWIDE-LEADER LEXINGTON SERVICES SELECTS VOXIFY TO AUTOMATE HOTEL RESERVATIONS BY PHONE

Voxify Self-Service system chosen by North America's largest provider of hotel reservations to automate customer calls for reservations, cancellations, & confirmations

SAUSALITO, Calif. – April 28, 2003 – The JPS Group is pleased to announce that Lexington Services' customer service for hotel reservations is expanding its capacity and reach, thanks to Voxify, a leader in automated speech systems for self-service by phone. Lexington, the largest provider in North America of reservations and related services for hotels, is augmenting its call centers with customer self-service capability through Voxify's advanced speech recognition systems. The Voxify Self-Service system converses with customers, via natural conversation, to automate routine calls for reservations, cancellations, and confirmations. While Voxify Self-Service handles routine calls, Lexington agents can focus on revenue transactions and escalated customer issues, resulting in increased operational efficiency. Because Voxify Self-Service is a turnkey, fully outsourced system, Lexington recognizes ROI on every call.

“Lexington has a very clear mission – to provide the best customer service through technology leadership. Voxify's unique technology makes self-service by voice a compelling customer experience in our industry,” said Shawn Heaton, President of Lexington Services. “We selected Voxify because they lead the field in successfully automating simple and complex service interactions and transactions, far beyond what was previously possible.”

"Lexington continues its industry leadership by making self-service by voice a major component of its call center strategy," said Adeeb Shanaa, CEO of Voxify, "We look forward to helping the leading provider of reservation services for the Hospitality industry further extend its competitive advantage."

Voxify Self-Service provides a superior caller experience – critical to successful customer service in the Travel & Hospitality industry. The Voxify system understands a wide range of customer behavior and reservation requests by employing Voxify's advanced "flexible interaction" technology. By leveraging Voxify Self-Service to automate routine calls, organizations can save live operator resources for revenue transactions and escalated customer issues, extend service reach and availability, and reduce call center costs.

Voxify can provide call center organizations with an outsourced solution model – minimizing capital outlay and MIS needs for software development and telephony infrastructure. Call centers can effectively “pay for performance” on a per-call basis, yielding clear and immediate ROI from the first call onwards. Notably, Voxify's turnkey systems are rapidly customized and deployed at call centers in short timeframes.

About Lexington Services

Lexington Services is the largest provider of reservations and centrally hosted technology services to hotels in North America and second largest in the world. Representing nearly 3,500 hotels, encompassing 28 brands in 81 countries worldwide, Lexington has corporate offices in Dallas, Miami, Indianapolis, and London, and has development representative offices in Germany, the United Kingdom, Mexico, Australia, France, Spain and Italy. More information about Lexington Services is available at www.lexres.com.

About Voxify, Inc.

Voxify provides call centers with speech recognition systems for customer self-service by phone. Voxify systems handle routine calls to help call center organizations enhance service capacity while reducing costs. Voxify's advanced speech technology enables a natural, conversational interface for customers to quickly meet service needs, including reservations, account management, order management, and others. Voxify's mission is to help the call center organization better satisfy customers, improve service scalability, and reduce operational costs. Voxify is located in the San Francisco Bay area. More information about Voxify is available at: www.voxify.com.

About The JPS Group LLC

The JPS Group provides a broad range of professional services to the hotel and travel industries, with an emphasis on automated voice technology, internet distribution systems, and integrated solutions for central reservations systems. More information about The JPS Group is available at: www.thejpsgroup.com.

The JPS Group Contact Information

Quang D. Nguyen
The JPS Group
P: 415.332.4886
F: 415.332.4009
E: quang@thejpsgroup.com