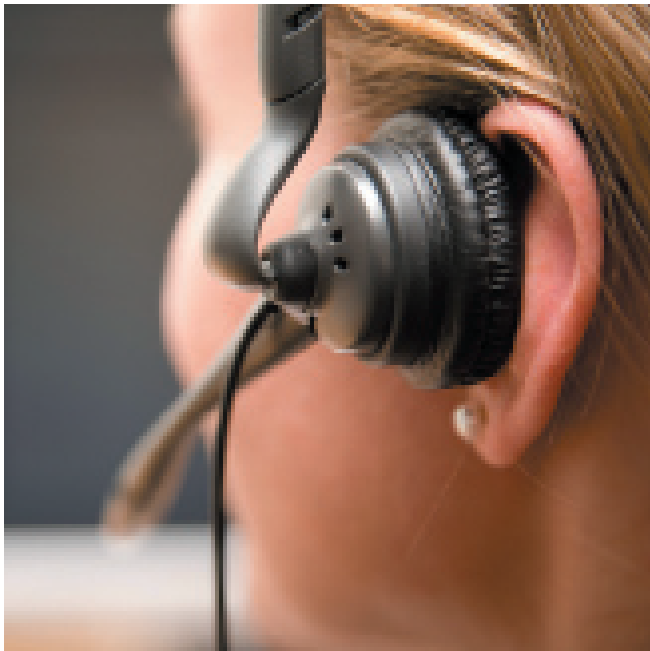




Press Release

Cogentium Announces Strategic Partnership with Netcall for Contact Centre Business Improvement Solutions



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**Richard Farrell
Chief Technical Officer
Netcall**

GLASGOW, Scotland, February 11, 2008 -

Cogentium Corporation Ltd, leading provider of business process improvement solutions, has announced a strategic partnership with Netcall, the leading specialist of call-back, auto-messaging and contact solutions.

The partnership will enable Netcall to use Cogentium’s contact centre strategic planning and analysis solutions to present to clients the potential savings forecasted by implementing QueueBuster.

Cogentium solutions enable contact centres to test changes to their existing customer handling processes and restructure and optimise call handling, call blending and multi-skilling strategies in a risk-free environment. Typical benefits include identifying savings in agent costs, and a simultaneous increase in customer satisfaction and retention.

Netcall’s QueueBuster helps reduce call centre queues by offering callers the option of accepting an automated call-back, instead of waiting on hold. The system waits for an available agent and only then calls the customer back, saving the caller’s time and improving customer satisfaction.

The call-back option can be tailored to meet particular customer service objectives and delivers positive impact on sales and customer retention because the system reduces the amount of abandoned calls.

Using Cogentium solutions, Netcall will be able to demonstrate to their clients the benefits of using QueueBuster by essentially providing a ‘before and after’ view of agent requirements needed to meet call demand, along with the subsequent cost savings delivered.



Colin Williamson, Director of Business Development at Cogentium said,

"Given the complimentary nature of our offerings we are delighted to work in partnership with Netcall to support them in presenting the benefit to their clients of using QueueBuster to reduce staff requirements and associated costs.

We very much look forward to continuing this relationship with them in the future."

Richard Farrell, Chief Technical Officer at Netcall added,

"We have used Cogentium solutions to simulate the impact of QueueBuster for our customers for more than 5 years; due to the accuracy of the product it fits our solutions perfectly.

We are delighted to be working with a solution that accurately reflects customers' live environments with such precision and this helps to validate the benefits of our solution. Because of the complimentary benefits of QueueBuster and Cogentium, we will strengthen our working relationship even further in the future. "

About Cogentium

Cogentium specialise in improving our clients' processes and service delivery through the provision of innovative, market-focussed business improvement solutions.

Our experience spans across a number of industries and business sectors, where we have delivered multi-million pound cost savings, delivered tangible business process improvements and driven significant strategic change. Our solutions have been the catalyst for change in some of the world's largest and most successful organisations.

With up to 20 years in the industry, we have a wealth of experience putting the theory into practice. We work to deliver solutions that help our clients gain a better understanding of their business processes and enable them to make better informed business decisions that have real business impact.

About Netcall

Netcall is a U.K. company listed on the Alternative Investment Market (AIM) of the London Stock Exchange.

Based near Cambridge, Netcall develops and supplies innovative communication solutions to organisations of all sizes, including many blue-chip companies with global contact centre operations.

As the leading specialist in call-back, auto-messaging and contact solutions, Netcall helps organisations globally to increase profits and productivity while improving customer satisfaction and employee morale.

Solutions are deployed either onsite or as hosted managed services using Netcall's Intelligent Communications Platform (ICP). The company has more than a decade's experience owning and running a high-availability service platform co-located with international carriers.

Netcall's customer list includes BT, BUPA, First Direct, Halifax, London Borough of Islington, Lloyds TSB, npower, Prudential, RBS (The Royal Bank of Scotland Group), United Utilities and Vertex.

Find out more:

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