



Vocantas Poised to Take Interactive Voice Recognition Market by Storm

Keri Fraser to Expand Vocantas Global Marketing Program

Ottawa, Ontario – July 7, 2010 –Vocantas, a leading developer of interactive voice response (IVRS) solutions, announced today that Keri Fraser has joined its management team in the role of Senior Marketing Manager. Reporting to Gary T. Hannah, President and Chief Executive Officer, Keri will create interest, demand and recognition for Vocantas and its products through both strategic and tactical marketing programs.

Keri brings over 15 years of marketing and communications experience to Vocantas along with a proven track record delivering successful marketing programs at both private and public companies including; JetForm (now Adobe), Telecom Ottawa (now Atria Networks), and Tundra Semiconductor (now IDT). During Keri's tenure at Telecom Ottawa the company achieved 100% penetration of its target market, the Ottawa MUSH sector (Municipalities, Utilities, Schools and Hospitals). Prior to joining Vocantas, Keri was Director of Corporate Communications at Gennum Corporation — a global leader of analog mixed signal semiconductor devices.

“Keri's experience, creativity, and drive to win will add significant value to our team”, said Gary T. Hannah, President and Chief Executive Officer, Vocantas. “With so many satisfied customers now benefiting from the Vocantas suite of IVR solutions, we are thrilled to be moving into an aggressive sales and marketing phase of the Company's growth. With Keri on board, we look forward to increasing our market presence and share as we expand the reach of our interactive customer care solutions,” continued Gary.

Vocantas solutions allow companies to expand customer care programs, while reducing customer outreach costs by up to 95%, through a personalized outbound call experience. Hospitals, Universities, Utilities, Transportation organizations and more have benefited from Vocantas solutions with built-in logic that intelligently respond via voice interaction directly with their patients, students, customers and clients. The Vocantas solution has a 100% successful integration rate expanding customer communications channels while increasing operational efficiencies and reducing operating costs.

About Vocantas Inc.

Vocantas is a leading developer of hosted and premise-based interactive voice response solutions (IVRS) using advanced computer telephony and speech recognition technology to provide businesses and service providers with more efficient outreach capabilities. Vocantas solutions help organizations in the higher education, utilities, healthcare and customer service environments improve outreach and engagement while reducing operating costs. Visit www.vocantas.com for a free interactive demo of Vocantas solutions that intelligently respond to your customers.

Contact Vocantas

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