

Media Release

PipeVines Channels Stredwick's Energy & Experience to Power Expansion

Sydney – 14th May 2008 – PipeVines has appointed Shane Stredwick as the National Channel Executive for the company. Stredwick has previously held channel management and senior sales positions at Telstra and VoIP Pty Ltd.

Stredwick has been appointed to manage the development of an effective sales channel for PipeVines Contact Centre on Demand and Business Process on Demand product offerings.

Stredwick commented, "I see the opportunity that on demand contact centre technology has in the marketplace – it presents great value, reliability and simplicity to organisations looking to deploy effective yet flexible contact centre solutions.

"I look forward to developing our channel strategy to allow Australian organisations to recognise the potential of this technology and realise the significant revenue streams that it can deliver. "

Peter Spoto, CEO PipeVines said, "It is great to have someone of Shane's calibre and experience to join the team. With his large corporate background, his decision to join us is a huge vote of confidence in our technology and our service delivery model.

"We are already seeing increasing interest and demand for our product and can only expect this to accelerate as we continue to work with partners in the Australian channel."

Ends.

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About PipeVines

PipeVines is the customer interaction management expert, offering on-demand browser based tools organizations need to handle and measure the customer experience. Delivered entirely as a hosted service, the complete PipeVines Contact Centre solutions require no specialized hardware or software, no telecom equipment and no up-front capital expenditures, making it an ideal solution for blending in-house, offsite or multi-site agents.

Our hosted solutions deliver a complete and integrated customer interaction communications platform - which provides a robust contact centre management functionality, and real time

activity reporting with analytical and workflow tools that measure the customer interaction experience. This provides you with improved efficiency and visibility on customer relations, offered on a flexible "pay as you go" basis. www.pipevines.com