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OutStart Receives Customer Inter@ction Solutions "Product Of The Year" Award

London, UK, 9th March 2006 – OutStart, a provider of software solutions for learning and knowledge-sharing, announces today that Technology Marketing Corporation (TMC®)'s Customer Inter@ction Solutions® magazine has named OutStart Participate V2006 as a recipient of a 2005 Product of the Year Award. Customer Inter@ction Solutions is a publication in the CRM, call centre and teleservices industries since 1982™.



OutStart Participate offers a solution to maximise the business value of enterprise knowledge. Combining a comprehensive self-service platform with knowledge and community management, OutStart Participate enhances knowledge sharing and communication for organisations' employees, partners and customers.

At work in Fortune 500 companies, OutStart Participate has proven

effective at encouraging self-service adoption; reducing support call time and escalations, ensuring sales and service people have access to trustworthy information and shortening product development cycles. OutStart Participate serves as a trusted knowledge bank, enabling employees, customers and partners to find answers with flexible search and retrieval methods, and delivers real-time access to experts and discussion communities, providing easy escalation to ensure questions are answered 100% of the time.

"We are extremely pleased that Customer Inter@ction Solutions has selected OutStart Participate for this award," said Massood Zarrabian, president and CEO of OutStart. "This honour further validates our dedication to providing OutStart customers with the industry's leading eKnowledge solutions designed to help them empower their knowledge workers to achieve greater operational efficiency and effectiveness."

"Each year Customer Inter@ction Solutions magazine bestows its Product of the Year awards on companies that have demonstrated excellence in technological advancement and application refinements. OutStart has demonstrated to the editors of Customer Inter@ction Solutions that its products or services have gone the extra mile to help improve both the customer experience and the ROI for the companies that use them," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of Customer Inter@ction Solutions.

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