

SoundBite Communications Named an “Innovator” by Bank Technology News

Multi-Channel Solution Helps Financial Institutions Increase Customer Response Rates for Collections, Customer Care and Sales and Marketing Initiatives

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BEDFORD, Mass., November 24, 2008 – SoundBite Communications, Inc. (NASDAQ: SDBT) today announced that it has been named one of the most innovative companies of 2008, according to Bank Technology News, a leading publication for financial technology executives. SoundBite is recognized for its Intelligent Communications Platform, an on-demand, multi-channel solution that leverages automated voice, text and email messaging. It allows organizations to transform their traditional customer communications strategies to take advantage of consumers’ growing preferences for communicating via mobile phones and text messaging. SoundBite launched its next-generation platform in May 2008.

“The Innovators” is Bank Technology News’ annual ranking of the 25 most advanced people, companies and technologies defining the future of financial services through innovation. More than 200 companies were considered for this year’s top spots, which honors progressive thinking, vision and innovation—especially vital during tumultuous times. SoundBite and the rest of the executives and companies that comprise this year’s Innovators are profiled in the November 2008 issue of Bank Technology News. To read the profile on SoundBite and view the full list, visit www.banktechnews.com.

“Multi-channel strategies are imperative for institutions looking to expand their offerings in consumer financial services, particularly those that are applicable to mobile commerce,” said Holly Sraeel, editorial director of Bank Technology News. “SoundBite’s progressive approach to multi-channel communications is an important component of an institution’s customer engagement efforts.”

A proactive customer communications strategy can help retain and nurture profitable, lifelong relationships with valued customers. And in today’s challenging economic times it can quickly reach consumers with important and often time sensitive information regarding their account status including payment reminders, debt collection notices, fraud notifications, and card activations. SoundBite’s integrated, multi-channel platform offers a unified solution for delivering automated voice, text and email messages enabling organizations to:

- Generate a significant lift in response rates
- Use the most appropriate channels based on message content and consumer preferences
- Leverage a unified platform for managing and reporting on all customer communications.

“We are honored to be recognized by Bank Technology News as an Innovator. In these challenging economic times it’s critical for financial institutions to proactively

communicate with their customers on a frequent basis,” said Mark Friedman, chief marketing officer at SoundBite. “Our integrated, multi-channel platform can help financial services companies quickly reach their customers on a variety of communication devices with time sensitive information about loan modification offers, past due payments, new credit lines, and suspicious credit card activity.”

About SoundBite Communications, Inc.

SoundBite Communications provides on-demand, integrated multi-channel communications solutions that enable clients to achieve superior business results. Building on its foundation as a leading provider of automated voice messaging services, SoundBite offers integrated voice, text and email messaging solutions that help clients deliver the right message, to the right customer, using the right channel, at the right time. Organizations in industries such as collections, financial services, retail, telecom and media, and utilities rely on the SoundBite Intelligent Communications Platform to send over a billion messages annually for collections, customer care, and sales and marketing applications. For more information, visit <http://www.SoundBite.com>.

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