

Five9 Receives 2009 CRM Excellence Award from Customer Interaction Solutions Magazine

Five9 On-Demand Call Center Software Singled Out for Helping Clients Improve CRM

PLEASANTON, Calif. – April 7th, 2009 – Five9, Inc. announced today that Technology Marketing Corporation (TMC)'s, www.tmcnet.com, Customer Interaction Solutions® magazine (www.cismag.com) has named the Five9 Virtual Call Center Suite as a recipient of a 2009 CRM Excellence Award. Customer Interaction Solutions has been the premier publication in the CRM, contact center and teleservices industries since 1982.

“Five9 is honored to receive another award for industry leadership – this time, the 2009 CRM Excellence Award from CIS Magazine,” said Jim Dvorkin, CTO, Five9. “Our company is rapidly growing and gaining market momentum as more call centers turn to Software-as-a-Service (SaaS) as an alternative to buying premise-based hardware and software. Five9’s cloud computing platform for call centers can seamlessly integrate with any CRM, ERP and eCommerce applications used by our clients, driving revenue, enhancing customer satisfaction and cutting costs. Five9 represents an unbeatable value proposition and fast time to market for our clients,” continued Dvorkin.

“Five9 has demonstrated to the editors of Customer Interaction Solutions that their products and services have substantially improved the processes of their clients’ businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset...their customers,” said Nadji Tehrani, founder and chairman of TMC, publishers of Customer Interaction Solutions.

Based on hard data, The CRM Excellence Award relies on facts and numbers demonstrating the improvements that the winner’s product has made in a client’s business. The Tenth Annual CRM Excellence Award winners have been chosen on the basis of their product or service’s ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer.

The 2009 CRM Excellence Award winners can be found in the May and June 2009 issues of Customer Interaction Solutions magazine.

About Five9

[Five9](#) is the leading global provider of on-demand [call center software](#) for telemarketing, customer service, and business continuity. The award-winning Five9 [Virtual Call Center](#)

and [Predictive Dialer](#) serves customers of all sizes on five continents. Customers profit from Five9's reliable, robust functionality that is fast, easy, and affordable to deploy. For more information, visit www.five9.com.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. According to Quantcast*, TMCnet reaches nearly one million U.S. unique visitors each month. TMCnet serves as many as three million unique visitors globally each month according to Webtrends. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, and Call Center 2.0 Conference. (*Quantcast is an independent Web site that monitors U.S. Web traffic)

For more information about TMC, visit www.tmcnet.com.

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