

# SoundBite Taps Tim Owen to Drive Expansion of Business Partner Program

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## Twenty-five year business development veteran to drive further adoption of SoundBite's award-winning multi-channel communications platform

**Press Release** - 07.21.2009

**Bedford, Mass. – July 21, 2009** – SoundBite Communications Inc. (NASDAQ: SDBT) today announced that Tim Owen has joined the company as director of channel development. In this newly-created position, Owen will drive revenue growth into new and existing markets. Owen has more than 25 years of experience in sales and marketing, with specific expertise in channel and partner development for on-demand solutions. He will spearhead the effort to accelerate the growth of SoundBite's Business Partner Program, announced **earlier this year**, by creating and expanding relationships with OEMs, resellers and referral partners in the United States and internationally. Owen will report to chief marketing and business development officer Mark Friedman.

"There is strong and growing market demand for SoundBite's Business Partner Program from both clients and partners who wish to leverage our on-demand, proactive communications platform for their business needs," stated Mark Friedman. "Tim's skill set and successful track record of developing and managing successful partner ecosystems will be the catalyst to increase the adoption of SoundBite's Intelligent Communications Platform to meet the growing demand for multi-channel proactive customer communication solutions."

SoundBite's **Business Partner Program** is designed to address the unique competencies and needs of organizations seeking to offer SoundBite's award-winning multi-channel proactive customer communications solution. The well-received program provides participants with full access to an array of services and benefits, including sales, marketing and support. Partnership categories include:

- **Reseller Partners** — Comprised of value-added resellers and application solution providers, these partners are authorized resellers of the SoundBite Intelligent Communications Platform
- **OEM Partners** — SoundBite's **web services API** enables solution providers to integrate their solutions to access the full functionality of SoundBite's on-demand, Intelligent Communications Platform
- **Referral Partners** — These organizations offer complementary services and solutions and recommend the SoundBite Intelligent Communications Platform to their clients

"SoundBite's Intelligent Communications Platform has proven to be a valuable tool which enables a wide variety of business applications for companies across a broad range of industries," said Tim Owen. "The combination of the SoundBite platform and the unique expertise of our partner ecosystem will result in new and compelling solutions that deliver greater value for organizations. I look forward to working with our new and existing partners in order to build strong and mutually beneficial relationships."

Owen was previously with Carlson Marketing Worldwide, where he had been on the leadership team for SalesDriver, an on-demand based sales incentive and loyalty solution. While with Carlson, Owen forged partnerships with companies such as Siebel and Salesforce.com, and created a new channel strategy and program that resulted in more than 100 channel partners in less than 24 months. He has also been vice president of business development at Wright Technologies, where he drove the Australian company's expansion into the U.S. through marketing alliances with Microsoft, Compaq and Intel, and a new channel program focused on

OEMs, software resellers and retailers. Owen has also held sales and business development management roles at companies including Idiom Technologies, MSI Consulting Group and Digital Equipment Corporation. Owen earned a Bachelor of Science in Electrical Engineering from the University of Saskatchewan.

#### **About SoundBite Communications**

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 [www.soundbite.com](http://www.soundbite.com).

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