

LogicTree Corporation

NEWS RELEASE

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LOGICTREE WINS LARGE CONTRACT FOR TELECOM EGYPT

Voice Automated DA System to Be the Largest in Middle East

COLLEGE PARK, MD – LogicTree Corporation announced today the win of a major contract to provide the voice automation platform for Telecom Egypt’s national directory assistance (DA) and automated DA services.

“This deployment will be the largest automated directory assistance system in the Middle East,” said Fred Korangy, president and CEO of LogicTree. “With this win we will become the largest provider of directory assistance systems in the Arabic-speaking world.”

The Telecom Egypt system will span two call centers in Cairo and Alexandria with 1,500 operators. LogicTree’s VoxLinx™ platform will provide voice automation for other call center functions in addition to the DA services. BTSLogic, a division of LogicTree, will provide the DA system and search engine. Ericsson will provide the switching hardware and call center software. UNITEL, Telecom Egypt’s prime contractor for the project, selected LogicTree over larger speech platform vendors.

“We chose the LogicTree because of its demonstrated record of delivering high levels of automation and cost savings,” said Mohammad Gad, CEO of UNITEL. “We are confident this scalable technology is ‘future proof’ and will grow as our needs change in coming years.”

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Voice automation is particularly difficult in DA call centers because of the large range of possible spoken inputs. LogicTree's eXtreme Recognition Framework (XRF), an underlying technology in the VoxLinx platform, boosts the speed and efficiency of voice to data translation processing and provides DA call centers with a much higher degree of automation.

About LogicTree

LogicTree, Corporation (www.logictree.com) is a leading provider of innovative voice solutions for the call center industry, spanning numerous applications and vertical markets including transit, government and enterprise. The company's VoxLinx platform handles millions of calls per month around the world for automated speech applications. Founded in 1997, LogicTree is led by experienced telecom professionals and is headquartered in College Park, Md. with BTSLogic offices in Arhus, Denmark.

About UNITEL

UNITEL is a diversified telecommunications and IT services provider. As part of a group of companies, UNITEL has worked with Telecom Egypt (TE) over the past five years to expand the network and facilities of TE. UNITEL is based in Cairo with offices in Alexandria, Egypt.

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