



FOR IMMEDIATE RELEASE

## MSI Services and MindBox Announce Strategic Technology Alliance

### *MindBox Loan Decisioning Technology to be Embedded in MSI Services' Advanced Contact Center Solution for Financial Services Companies*

**Greenbrae, Calif., March 28, 2005** – MindBox®, LLC, a leading provider of rules-based software products for automating loan origination decisions, deal structuring, product eligibility, pricing and underwriting, announced today an alliance with MSI Services. The companies plan to integrate MindBox's ART*Enterprise*™ product family into MSI Services' CallCenterExpress -- an advanced contact center solution designed specifically for financial services companies, that allows intelligent routing of calls according to loan type, real-time access to account history and customer profile, and preview dialing. The resulting integrated solution will enable CallCenterExpress to predict and diagnose possible issues, suggest and approve cross sell products and deals, and automate the underwriting of additional loans.

According to the terms of the partnership, MSI Services will offer the integrated solution to financial services companies of all sizes as an effective tool to transform call centers into profit-generating contact centers. MindBox will also be able to offer the combined solution to its customers.

"CallCenterExpress was designed to offer financial services companies the ability to turn call center cost centers into profit centers by transforming standard communications into revenue-generating opportunities," explained Paul Powers, Director of Sales, MSI Services. "By integrating MindBox's world class decisioning software, we will be able to further extend that advantage for our customers. Now they will not only be able to communicate proactively and accurately with customers – they will be able to make offers, repair accounts and cross sell other products in a fully approved, real time manner."

"We see this partnership as an excellent way to provide value in a new segment of the financial services market," said Rich Barfus, President and CEO, MindBox LLC. "MSI Services' excellence and experience in the call center market in financial services is unmatched. Our decisioning technology is the most sophisticated and flexible on the market, and the combination of the two products provides functionality that is truly unique in the financial services industry."

CallCenterExpress is a true multi-media virtual contact center. Agents, supervisors and administrators are fully supported regardless of their geographic location – whether it's an office or home-based location. Staff require only a computer, a phone, and access to the CallCenterExpress web site to leverage features such as predictive and preview dialing, customer call tracking, loan origination workflow, priority routing, call blending, remote supervision, automated email response, live web chat and action tracking.

MindBox's ART*Enterprise* product family includes ART*Optimize*, ART*Price*, ART*Qualify* and the MindBox Power Editor. These products automate every step in the lending process, from original pre-qualification, to pricing and product selection, to final deal structuring and

underwriting. MSI Services will be using this powerful product suite to automate the pricing, product configuration and eligibility, deal structuring and underwriting of their lending and cross sell deals.

### **About MindBox, LLC**

MindBox® is a technology company focused on financial services organizations. MindBox provides software and consulting services that leverage company and industry best practices in order to automate common lending practices such as underwriting, pricing, product best fit, deal structuring, debt reparation and cross sell across multiple origination channels. The company's products and services have a proven track record of reducing cost and increasing revenue by automating knowledge-intensive business processes using sophisticated decisioning systems and award-winning rule and case-based reasoning software.

MindBox technology integrates internet interfaces and other client contact channels with back-end business operations into one streamlined, efficient system that provides individually-tailored, optimized customer interactions. More information can be found by visiting [www.mindbox.com](http://www.mindbox.com) or by calling (877) 650-MIND (6463).

### **About MSI Services**

Since 1999, MSI Services has been providing forward-looking technology products and consulting services that proactively address business needs. From contact center solutions to networking and development services, MSI enables financial services companies to communicate and transact with unparalleled efficiency. MSI is headquartered in Sunrise, Florida, and can be seen on the Internet at [www.mtgsi.com](http://www.mtgsi.com) and [www.CallCenterExpress.com](http://www.CallCenterExpress.com).

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