

Interactive Intelligence Adds Tele-Central to Growing Channel

Submitted by: Zed PR

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LONDON, June 1, 2004 -- Tele-Central Ltd. has become the latest reseller to join the European channel programme of Interactive Intelligence Inc. (Nasdaq: ININ), a global developer of Microsoft-based business communications software.

Newly-established Tele-Central provides voice over IP (VoIP) communications application solutions, primarily to small and medium sized businesses (SMBs). Its IP-based phone systems and fully integrated multi-channel contact centre systems are ideal as proprietary PBX replacements.

Tele-Central anticipates that over three quarters of its revenues will come from the sale of Interactive Intelligence's business communications software, typically used for mobile and remote working, IP telephony, unified communications, self-service applications, and call centres.

"I feel a bit like Victor Kyam (of Remington fame) – 'I liked it so much I bought the company'," said Tele-Central Managing Director, Patrick Copping. "So maybe I didn't buy the company – but I am happy to stake my future on the partnership. Interactive Intelligence offers a credible, tried and tested alternative to Cisco products. The software is easy to add to, and since the vast majority of its customers license additional software within a year, it's great for customer relationships."

Copping has been involved with the installation of a number of sizeable converged telephony solutions, including some of the first IP telephony installations within the UK. He has also run outsourced call centres for customers such as National Rail Enquiry Service and SAP.

"Appointing Tele-Central marks a step forward in our goals to vastly expand our reseller channel over the coming year," said Interactive Intelligence Director of Marketing for EMEA, Tony Martin. "Although we boast many blue chip names as customers, our product prices, protection on investment, ease of use, and simple upgrade path appeal to SMBs. We see them as key to future growth in the UK. Tele-Central understands this market well."

Tele-Central will offer the Interactive Intelligence product line throughout the UK with support from the company's master distributor, IDL-Mettoni.

Notes to editors:

Photography of Tony Martin and of Patrick Copping is available on request.

About Interactive Intelligence Inc.

Interactive Intelligence Inc. (Nasdaq: ININ) is a global developer of Microsoft-based business communications solutions. It develops software for IP telephony, contact centre automation, unified communications, and customer self-service. The company was founded in 1994 and has more than 1,000 customers worldwide. Recent awards include Software Magazine's 2003 Top 500 Global Software and Services Companies, and ContactCenterWorld.com's 2004 Members' Choice. Interactive Intelligence employs approximately 350 people and is headquartered in Indianapolis, Indiana, U.S.A. The company has 12 offices throughout North America, Europe and Asia. The EMEA corporate office is located in Uxbridge, England, and

has more than 250 customers throughout EMEA, including companies such as Cetelem, Skandia, and Telefonica. Its telephone number is +44 20 8867 3670; on the Web: <http://www.ININ.com>.

About Tele-Central

Founded in 2003, Tele-Central (<http://www.tele-central.com>) provides voice, data (convergence), security and connectivity technologies. It helps customers choose and implement solutions to meet real business objectives. SMEs (small-medium sized enterprises), across a range of industries including legal, travel, retail and outsourced providers, form the majority of the company's customers.

Tele-Central's management team combines over 40 years experience in telecommunications and IT related industries, including senior positions within blue chip organisations. Our focus as a business is to help our customers increase workforce effectiveness, improve customer care, reduce communication costs and improve connectivity.

This release contains certain forward-looking statements that involve a number of risks and uncertainties. Factors that could cause actual results to differ materially are described in the company's SEC filings.

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