

# Interactive Intelligence Hires New Senior Vice President of Worldwide Marketing

Submitted by: Zed PR  
Monday, 17 January 2005

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Embargoed until Monday, Jan. 17 at 9am EST (14:00 GMT)

INDIANAPOLIS, Jan. 17, 2005 -- Interactive Intelligence Inc. (Nasdaq: ININ), a global developer of business communications software, hired Joseph A. Staples this month as its new senior vice president of worldwide marketing. Staples will manage a global marketing team and will be responsible for product marketing, corporate marketing, public relations, channel programs, and advertising.

Staples brings 24 years of experience in technology and marketing to Interactive Intelligence, including specific assignments in the areas of computer telephony, unified messaging, mobile wireless, computer networking, and computer-based education.

"As a newly formed role for us, we're especially excited about what Joe can offer based on his successful track record with technology firms such as Captaris and Novell," said Interactive Intelligence president and chief executive officer, Dr. Donald E. Brown. "With his leadership, we've already set in motion some very aggressive plans designed to better define and promote the Interactive Intelligence brand, and execute on new and inventive ways to reach more prospective customers."

"Interactive Intelligence has always been at the forefront of technology," Staples said. "From its early days of blending different media types in the contact centre, to its latest innovations related to enterprise voice over IP (VoIP), the company has been a market leader. I was very attracted to this innovative and forward-thinking approach, and believe that my background and experience can help translate the company's great technology into a product line that has brand-name recognition and even greater success worldwide."

Prior to joining Interactive Intelligence, Staples was principal and owner of FirstLight Marketing, a private marketing consulting firm based in Salt Lake City, Utah. For the six prior years, he was executive vice president of corporate marketing at Captaris, Inc., a provider of business communication solutions. At Captaris, Staples contributed at an executive level to the company's growth from revenues of \$36 million in 1995 to more than \$130 million.

Previously, Staples was vice president of marketing for Callware Technologies, Inc., a provider of unified messaging software. Prior to his employment at Callware, Staples spent five years with networking leader, Novell Inc., where his management duties included leading the company's initiatives in the computer telephony market.

Staples has received numerous awards, including Computer Telephony Magazine's Star of the Industry Award, Lotus Development Corp's. Beacon Award, the Wall Street Journal's Starch Advertising Award, Novell's Employee of the Year Award, SOCAP's National Program Award, and the "Telly" Advertising Excellence Award.

Staples began his undergraduate studies at Brigham Young University, and earned a Bachelor of Science

degree in business from the University of Phoenix.

#### About Interactive Intelligence

Interactive Intelligence Inc. (Nasdaq: ININ) is a global developer of business communications 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 company awards include Software Magazine's 2004 Top 500 Global Software and Services Companies, and Network World Magazine's 2003 Top 200. Interactive Intelligence employs approximately 350 people and is headquartered in Indianapolis. The company has 12 offices throughout North America, Europe and Asia. Interactive Intelligence can be reached at +1 317.872.3000 or [info@inin.com](mailto:info@inin.com); on the Web: <http://www.ININ.com>.

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.

Interactive Intelligence Inc. is the owner of the marks INTERACTIVE INTELLIGENCE, its associated LOGO and numerous other marks. All other trademarks mentioned in this document are the property of their respective owners.

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