



Press Release

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ZION SOFTWARE ANNOUNCES INSTANT HELP

Instant Help delivers live chat, a web help desk for organizations using IM

Glastonbury, Connecticut - July 18, 2006 – Zion Software, LLC

(<http://www.zionsoftware.com>) today announced the availability of Instant Help, a live chat, sales and support web help desk solution for organizations that leverage Instant Messaging (IM) technology. Organizations using IM can use Instant Help to provide qualified sales assistance and support in real time with customers, partners and employees via the organization's web site or web portal.

Instant Help leverages IM technologies and a rule engine to intelligently route help requests received via the web site to qualified subject matter experts (SMEs) within the organization. When a help request is received, Instant Help invites SMEs to join the help session anonymously to provide assistance via the IM client they are familiar with. A full message log of the help session is preserved for reporting, auditing and training purposes. Organizations with existing deployments of enterprise IM middleware including Lotus Sametime, Microsoft LCS, Jabber, and Zion's newly updated JBuddy Message Server can leverage Instant Help for their web sites. Organizations using public IM including AIM, ICQ, MSN Messenger, Yahoo Messenger and Google Talk can also leverage Instant Help, providing distributed or loosely coupled organizations with the ability to offer qualified, live assistance to their web site visitors. Instant Help is licensed based on the number of concurrent help sessions supported so organizations can tap into knowledge across the entire organization while keeping costs low. Instant Help is available as a deployed software solution or as a hosted monthly subscription from Zion's secure data center for quick deployments.

"With Instant Help, organizations will be able to provide higher quality, live assistance to web site visitors in a shorter amount of time, saving the organization time and money while building customer loyalty through a pleasant support experience. We're excited about the possibilities ahead," said David Ferrero, CTO, Zion Software.

ABOUT ZION SOFTWARE

Privately held Zion Software, LLC is a leading provider of Instant Messaging solutions and software infrastructure. Product categories include help desk, enterprise IM server, IM SDKs and business IM clients. Headquartered in Glastonbury, Connecticut, Zion Software is on the Web at <http://www.zionsoftware.com/>.

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