

InterCall Media Kit



For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

InterCall Background

When InterCall was founded in the early 1990s, landline phone capabilities were limited. InterCall began delivering conferencing platforms, connecting three or more people to a single call as the work-from-home movement and wireless boom expanded the numbers of remote workers and the need for conferencing; however, conferencing services were not yet widely used.

The dot-com era provided a welcome bump in awareness and usage. InterCall was at the forefront, debuting reservationless audio conferencing in 1999 and web conferencing in 2000. Conferencing technology began to be recognized as a cost-effective means of improving productivity and connecting employees across Zip codes and time zones.

Conferencing changed forever on September 11, 2001. Businesses across the world turned to conferencing when they were unable or unwilling to travel. Companies found they could be productive without the fear or inconvenience of post-9/11 travel.

As the travel industry recovered, the conferencing industry did something that surprised even the experts—it continued to grow. The conferencing industry is now a \$4.9 billion global industry, a 66 percent increase since 2002. The growth is apparent at InterCall; the company has 83 sales offices worldwide and almost 900 meeting consultants. In 2008, InterCall generated more than \$1 billion in revenue.

The reason for the industry's continued growth is simple: Workers are becoming more mobile and companies continue to look for easier ways to get more done. Conferencing providers help businesses achieve both. The next frontier for conferencing lies in solutions that help companies benefit from technology, and InterCall accepts this challenge and works towards it every day.

InterCall, a subsidiary of West Corporation, is the world's largest conferencing and collaboration services provider. The company includes Genesys Conferencing, a leading provider of unified collaboration and communications services. Founded in 1991, InterCall helps people and companies be more productive by providing advanced, yet easy-to-use audio, event, Web and video conferencing solutions that save time and money. Based in the United States, InterCall's reach extends throughout North America, Europe, Latin America and Asia Pacific, offering an unmatched global presence and strong local support. For more information, please visit www.intercall.com or www.genesys.com.

 InterCall is a subsidiary
of West Corporation

AAP/EDE



For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

Milestones in Conferencing

- 1980** First audio conference call
- 1982** Introduction of video conferencing
- 1991** InterCall founded to develop conferencing products and services
- 1996** Introduction of web conferencing
- 1999** Introduction of reservationless audio conferencing, the ability to complete a call without the use of an operator
- 2000** InterCall debuts first web conferencing platform
- 2002** First year InterCall records one billion minutes of usage
- 2003** InterCall acquired by West Corporation
- 2003** Acquisition of ConferenceCall.com
- 2004** Acquisition of ECI Conference Call Services
- 2005** Acquisition of Sprint Conferencing
- 2005** InterCall debuts Conference Place, its flagship web conferencing service
- 2005** InterCall named largest conferencing service provider in North America by Wainhouse Research
- 2005** InterCall receives Frost & Sullivan's Audio Conference Provider of the Year Award
- 2005** InterCall offers Spanish language services to Latin America
- 2005** InterCall provides free conferencing to victims of Hurricane Katrina
- 2005** InterCall receives Best New Product or Service Award from the American Business Awards
- 2006** Acquisition of Raindance
- 2006** InterCall introduces mobile conferencing
- 2006** InterCall named largest conferencing service provider in the world by Wainhouse Research
- 2007** InterCall receives Frost & Sullivan's 2007 North American Conferencing Service Provider of the Year Award
- 2008** InterCall launches InterCall Web Meeting
- 2008** Acquisition of Genesys Conferencing
- 2008** InterCall debuts reservationless video conferencing
- 2008** InterCall receives Frost & Sullivan's 2008 Asia-Pacific Conferencing Service Provider of the Year Award
- 2008** InterCall University Training Team receives *Chief Learning Officer* Silver Business Impact Award in the 2008 Learning In Practice Awards
- 2008** InterCall awarded Frost & Sullivan's 2008 North America Conferencing Services Customer Value Enhancement Award
- 2009** InterCall launches InterCall Unified Meeting



For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

- 2009** InterCall receives Frost & Sullivan's 2009 Asia-Pacific Conferencing Service Provider of the Year Award
- 2009** InterCall receives Frost & Sullivan's 2009 Award for Competitive Strategy Leadership in the Latin American Web Conferencing Solutions Market
- 2009** Acquisition of Stream57, a leading provider of fully customizable web event and streaming media solutions and services



For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

InterCall Fact Sheet

OVERVIEW

InterCall is the world's largest conferencing and collaboration services provider, connecting people through advanced audio, web, video and event services. It provides reliable, easy-to-use products and services for businesses that need to create better connections. Millions of global workers use InterCall's technology to communicate and connect with colleagues, partners and customers.

AWARDS

2009 North American Conferencing Services Growth Excellence of the Year: Frost & Sullivan
2009 Asia-Pacific Conferencing Service Provider of the Year: Frost & Sullivan
2008 North America Conferencing Services Customer Value Enhancement: Frost & Sullivan
2008 Asia-Pacific Conferencing Service Provider of the Year: Frost & Sullivan
2007 North American Conferencing Service Provider of the Year: Frost & Sullivan
2006 Audio Conferencing Service Provider of the Year: Frost & Sullivan
2005 Best New Product or Service: American Business Awards

GROWTH:

In 2009, InterCall's revenue reached \$1.055B before Operating Income and EBITDA.

HEADQUARTERS

8420 West Bryn Mawr, Suite 400, Chicago, IL 60631

EMPLOYEES

Almost 900 meeting consultants
2,800+ operators, customer service representatives, call supervisors, accounting, marketing and IT professionals

LEADERSHIP

Scott Etzler, president
Michael Nessler, executive vice president of global operations
Heather Welborn, executive vice president national sales
Marty Dunne, executive vice president of sales
Bob Wise, executive vice president of marketing and strategic business development, president Genesys Conferencing Inc.
Kathleen Finato, senior vice president of marketing and business development
Robb Cason, vice president of business development and strategy
Phillip K. Wilson, vice president of global operations
Herb Pyles, vice president of customer care and quality assurance
Rob Bellmar, vice president of global production infrastructure
Rob Ewing, vice president of information technology

PARENT COMPANY

InterCall is a subsidiary of West Corporation. Founded in 1986, West Corporation is one of the nation's premier providers of customer contact solutions, specializing in customer acquisition, customer care, automated customer contact solutions, emergency communications, conferencing and accounts receivable management services. West's experienced personnel, cutting-edge technology and advanced systems enable the firm to provide customers with solutions that help increase revenue, lower costs



For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

and improve customer satisfaction. West has a proven track record of success creating customized solutions for many of today's Fortune 1000 companies. For more information, please visit West's web site at www.west.com.

For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

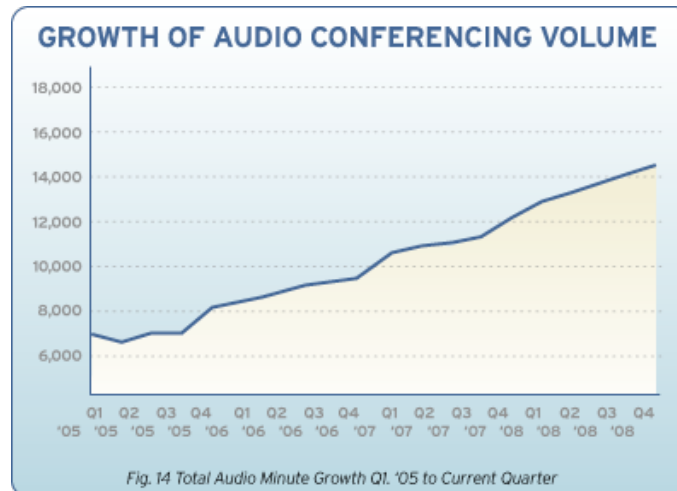
A BRIEF GUIDE TO CONFERENCING TECHNOLOGY AND THE INDUSTRY

Conferencing enables workers around the world to collaborate without traveling, saving businesses time and money, while increasing worker productivity. In today's mobile workforce, people depend on conferencing and collaboration technologies to stay in touch. Service providers like InterCall keep companies connected.

Because frequent communication drives a successful, productive workforce, conferencing has become a first-choice method of communication. According to Wainhouse Research, the global conferencing market grew 16.2 percent from 2007 to 2008.

Conferencing is divided into three main categories, plus additional tools and services to help you stay connected:

Audio conferencing is the most basic form of communication between three or more participants. Participants of the conference dial into a bridge number, which connects the incoming lines, enabling participants to share information simultaneously over the phone. Although audio conferencing cannot convey visual information, it is an ideal tool for bringing people and companies together at a moment's notice, and can also be expanded for large events with tens of thousands of participants.



Data source: Wainhouse Research Q4 2008

Key Terms:

- + **Reservationless calls** – for meetings that do not require advance scheduling or the assistance of an operator. Reservationless users each have their own unique conference number and passcode that can be used anytime.
- + **Operator assisted calls** – for larger calls that are more complicated to coordinate; operators schedule the call, place participants into the conference, collect participant information, and resolve any technical difficulties that may arise.
- + **VoIP (Voice Over Internet Protocol)** – uses an Internet connection rather than a traditional phone line, which reduces costs.



For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

- Costs: Calls are charged per participant per minute. For example, a customer's reservationless audio conferencing rate is \$.05/minute. If 10 participants from around the world join a conference for one hour, the cost to the owner of the conferencing account would be: $(.05) * (10 \text{ participants}) * (60 \text{ minutes}) = \30 .

Video conferencing utilizes Internet technology to connect participants at two or more locations, enabling them to see and hear one another in real-time. Video conferences transmit high-quality images and sounds, thus preserving the face-to-face nature of traditional meetings. Although they require a small investment in both software and hardware, they nevertheless amount to significant savings in travel costs.

Key Terms

- + *Continuous presence* – enables participants to be “seen and heard” during multipoint video calls. Users have the flexibility to view all conference participants simultaneously on the same screen.
- + *Video streaming* – combines traditional telephone-based technology with Internet-based technology. The signal from an audio or video conference call is delivered to a designated web site, expanding the reach of a conference.

Web conferencing incorporates an interactive desktop experience into an audio conference call. Web conferencing solutions offer the most feature-savvy form of conferencing and provide the greatest potential to improve employee productivity. Participants can share documents from their computers, conduct real-time polls, collaborate on virtual whiteboards, access the Internet, and host webinars.

Key Terms

- + *Application sharing* – broadcast any application or file on your computer to an audience. Participants can take control of the application and edit in real-time.
- + *Shared leader controls* – pass the web conference controls to another leader, enabling them to present content and share applications from their computer.
- + *Web tour* – take participants on a tour of web sites that the leader selects.
- + *Mood indicator* – an unobtrusive way to communicate with the presenter using color-coded cues in a “virtual seating chart” on the leader's screen (e.g., a yellow box tells the presenter to slow down, a blue box indicates that an audience member has a question). The feature makes the conference more interactive by giving the presenter audience feedback in real-time.
- + *Multimedia presentations* – create everything from a basic PowerPoint® slide show to a full multi-media presentation with animation, audio, video and Flash media.
- + *Annotation* – create real-time notations on your slide presentation while demonstrating any application.
- + *Instant message* – participants can send chat messages to each other and to the conference leader.
- + *Webinar* – a multimedia seminar conducted over the Internet, designed to promote interaction between the presenter and audience.

- Costs: Calls are charged per participant per minute. For example, a customer's audio conferencing rate is \$.05/minute and their web conferencing rate is \$.15/minute. If 10 participants from around the world join the conference for one hour, the cost to the owner of the conferencing account would be: $(.05 + .15) * (10 \text{ participants}) * (60 \text{ minutes}) = \120 .

Participants may incur long-distance charges for dialing into the call, but all costs of the conference itself are billed to the conferencing account owner.



For more information:

David Friedman
Ogilvy Public Relations
Worldwide
303-634-2674
david.friedman@ogilvypr.com
www.InterCall.com

Streaming Services

- + Streaming—reach a remote audience with rich media communications, using our proprietary service, while also reducing costs and complexity.
- + Virtual Show—an interactive and engaging solution for online events with powerful networking capabilities, offered to you through ON24. Conduct trade shows, partner pavilions, conferences and training summits on a highly customizable and cost-efficient virtual platform.



Event Services

- + Event Management—if you are short on resources and want to ensure a flawless event, rely on our team of event professionals. InterCall's Event Services group can help you plan, conduct and wrap-up your seminar so you can focus on your message.
- + Event Registration—provides powerful tools to help manage the entire registration, communication and reporting aspects of your event campaigns. Gather data across multiple touch points, easily access mission-critical reports and improve event effectiveness, all while saving valuable time.
- + Additional Event Services—ask about our extra services that help you get even more from your events, like voice, fax or email broadcasts, voice talent, leader-view, custom script, lecture mode, Q&A session, encore, reports, archiving, transcription, podcasting, on-demand file creation, editing and file hosting.

Unified Communications

Combine collaboration, messaging and telephony, along with presence and mobility features, to provide a truly integrated communications experience through InterCall and our partners, CallTower and Azaleos. Our Hosted and Managed UC services help you to communicate effectively, increase productivity and save both time and money.

