

Strategic partnership with WebViews enables Genticity to deliver powerful Borderless e-mail technology services to its global customers

Nashville, TN HDI Conference. March 20, 2006 - Genticity Inc. a leading provider of powerful multi-channel Call Center and Help Desk software, including Web-based Customer Interaction Management (CIM) solutions, today announced that it has entered into a Partnership Agreement with WebViews Inc. to extend its suite of products to the international business community. WebViews is a leading provider of unique globalization and localization services and solutions.

In response to the ever increasing demand from global customers for multi-lingual call center solutions, Genticity has embarked on a series of projects to deliver localized solutions to the European, Latin American and Asian business communities. One important element and a first step in this approach is localized email services. Localized email enables organizations to receive, view and respond to email in their native language while back end services perform translation, localization and transport of the email to customers in foreign markets. This one to many language support will enable Genticity to deliver world class multilingual and trans-lingual Customer Interaction Management solutions to its customers, thereby providing global customer support.

As a next step, Genticity will release Customer1 version 2.4 - its Borderless Customer1 application suite. This product is in final testing with several key international business customers supporting over one hundred million of their end customers. Genticity's goal with WebViews is to deliver a true language transparent operating environment™ enabling customers to operate locally and deliver globally.

"The world is a much smaller place, our customers are global in reach and require solutions which are International in scope," said Harold Hutchinson, President of Genticity. "Our partnership with WebViews has allowed us to take a quantum leap forward in Genticity's ongoing commitment to quickly respond to the needs of our international customers."

"We are delighted to be partnering with Genticity. Our unique Inter-language Paradigm (ILP™) technology has enabled Genticity to deliver transparent multilingual customer support and interaction Management to their expanding global customer base." said Manoo Missaghi, President of [WebViews Inc.](#)

About WEBVIEWS Inc.

WebViews through its award winning proprietary Inter-Language Paradigm™ technology offers its unique **Borderless Business On Demand** services, to assist its subscribers and users to rapidly localize their application systems, e-business and web sites to a multitude of languages, establish an interactive and borderless messaging facility, transact, fulfill and support their customers around the globe in their local languages upon subscription to these services. No investment in software, hardware or people is required. WebViews Borderless Business On Demand solutions and services enable organizations to "Operate Locally" and at the same time cross the borders of language, culture and jurisdiction, and "conduct a truly Global Business" on-line.

About Genticity and its Customer1 software

Genticity provides innovative Call and Contact Center software and solutions, including

Web-based Customer Service, Telemarketing and Help Desk applications to the Customer Service and Contact Center Industry. Our business model, crafted by our team of industry professionals, is as robust as our Customer1 software. That is why we can guarantee our customers fast positive bottom line results! Through our Award winning software - Customer1, our customers quickly gain a competitive edge by rapidly improving efficiencies; empowering agents; reducing operating expenses and providing vastly superior levels of Customer Service.

Genticity's Corporate Headquarters is located in Charlottetown, Prince Edward Island, Canada with Sales offices in Toronto, Ontario and Dallas Texas. To learn more about Genticity, please visit www.customer1.com or contact Sales toll-free at (866)55-CUST1(552-8781) or (905)315-9821

For more information, contact:

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