

2 May 2011

Leading US call centre provider chooses CONTACT™ after global search**Auckland: 2 May 2011**

Datasquirt has concluded negotiations to give a leading US contact centre technology and services provider global rights to offer the CONTACT email, sms, web chat, fax and social media call centre platform to their clients. The provider is regarded as a leader in providing innovative solutions aimed at solving technology and workforce needs for today's businesses.

Including CONTACT™ will make it easy for the provider to add all the communication channels that complement voice to their on-demand contact centre platform.

The provider selected Datasquirt's CONTACT™ after a global search for a software provider and extensive due diligence. The agreement allows the provider to offer the Datasquirt CONTACT™ solution under its own branding.

The arrangement includes US\$1,000,000 of fees payable over the next 18 months and ongoing royalty payments to Datasquirt. It gives exclusive rights over CONTACT™ to the provider for their market segment in North America for two years.

For more information on Datasquirt and CONTACT™ hosted call centre software please visit www.datasquirt.com

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About Datasquirt

Datasquirt (ASX: DSQ) supplies CONTACT™, an award-winning, enterprise grade, multi-channel (email, SMS, fax, web chat and social media) communication solution. Businesses use CONTACT™ to acquire, retain and service customers to achieve revenue growth in a cost-effective and efficient manner. Datasquirt is headquartered in Auckland, New Zealand, with offices in London, Sydney and Düsseldorf. Datasquirt™ and CONTACT™ are trademarks of Datasquirt Limited. All other brand or product names are trademarks or registered trademarks of their respective holder(s). For more information see www.datasquirt.com, visit the Datasquirt blog at <http://blog.datasquirt.com>, follow Datasquirt on Twitter at <http://twitter.com/datasquirt>, call +64-9-358-5878 or +1-888-433-9882, or email info@datasquirt.com.