



### **Artisoft's TeleVantage Wins CRM Excellence Award**

*Customer Inter@ction Solutions magazine recognizes achievements at Nationwide Home Loans*

**Cambridge, MA – June 3, 2003** – Artisoft<sup>®</sup>, Inc. (NASDAQ: ASFTC), developer of the first software-based phone system, today announced that Technology Marketing Corporation (TMC<sup>™</sup>)'s Customer Inter@ction Solutions<sup>®</sup> magazine has bestowed its CRM Excellence Award on TeleVantage<sup>®</sup> 5.0 for the improvements realized by Nationwide Home Loans. The annual award program honors products and services that have proven invaluable in helping their clients execute successful CRM strategies and maintain customer relationships from acquisition through retention.

“Customer Inter@ction Solutions magazine implemented the CRM Excellence Awards as a way of commending the companies that have proven to be true CRM partners to their customers and clients,” said Nadji Tehrani, Chairman & CEO, TMC. “Artisoft has demonstrated to the editors of *Customer Inter@ction Solutions* that TeleVantage has substantially improved the processes of their client's businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset...their customers.”

TeleVantage was honored for the significant improvements that the system has made at Nationwide Home Loans, a mortgage broker in Whittier, CA. The advanced features of TeleVantage enabled Nationwide to efficiently handle more calls, increase productivity, expand their customer base and enhance overall customer satisfaction. With these enhancements, Nationwide has been able to generate over \$100,000 in additional annual revenue. “The cost savings were immediate and the value and features are endless,” said Victor Sanchez, President of Nationwide Home Loans.

“Winning this award is confirmation of the tremendous results achieved by customers like Nationwide Home Loans,” said Steve Manson, president and CEO of Artisoft. “We’re pleased to be recognized for our role in Nationwide’s success, as it is indicative of the improvements that TeleVantage can bring to a business.”

Artisoft's TeleVantage is an affordable, flexible software-based phone system that combines rock-solid stability with the most advanced communications technology available. Its robust feature set includes intelligent call management, powerful call center, advanced IP telephony, comprehensive messaging, web browser, and graphical desktop call control. Built on an open systems architecture and supported by world-class Intel hardware, TeleVantage enhances customer service, increases productivity and improves the bottom line for a variety of customers, from small offices to large enterprise organizations with sophisticated call centers.

#### **About Artisoft**

Artisoft, Inc. is a leading developer of open, standards-based telephone systems that bring together voice and data for more powerful and productive communications. Artisoft's TeleVantage delivers greater functionality, flexibility, and value than proprietary PBXs to a variety of customers, from small offices to large enterprise organizations with sophisticated call centers. Artisoft's innovative software products have consistently garnered industry recognition, winning more than 30 awards for technical excellence. The company distributes its products and services worldwide through a dedicated and growing channel of authorized resellers. For more information, please call 800-914-9985 or visit our website at <http://www.artisoft.com>.

## **About TMC™**

Since 1972, Technology Marketing Corporation (TMC™) has produced industry-leading trade magazines and events focused on technology and telecommunications. TMC publishes two magazines: *Customer Inter@ction Solutions™* and *Internet Telephony®*, two online publications, *Planet PDA™ Magazine* and *BiometriTech™ Magazine*, and a series of e-mail newsletters. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs™, and provide factual and unbiased product reviews. TMC also produces *INTERNET TELEPHONY® Conference & Expo*, *Planet PDA®: The Enterprise PDA Event* and *BiometriTech Conference & Expo*. TMCnet.com publishes more than 25 topical online newsletters. For more information about TMC, visit its Web site at [www.tmcnet.com](http://www.tmcnet.com).

###