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Suddenlink Communications Realizes Gains in Sales and Customer Satisfaction

Top Broadband Cable, Internet and Phone Provider Increases Sales in 60 Days with Pluris' Offer Management and Optimization Solution

Framingham, MA - October 8, 2008 - [Pluris Inc.](#), a leading provider of multi-channel marketing and optimization solutions, today announced that [Suddenlink Communications](#)TM, a top-10 U.S. cable, Internet, and phone provider, has quickly increased customer acquisition rates by using Pluris' Offer Management and Optimization solution to manage its offer set, products and messaging in a way that improves sell through while simplifying the selling process.

Suddenlink, which supports the information, communication and entertainment demands of approximately 1.3 million customer households, began seeking a cost-effective, reliable way to increase sales without increasing direct marketing expense. After consideration of several firms, the company chose Pluris' Offer Management solution as it required no incremental investment in technology or management resources and could also be extended across online marketing channels.

"We needed a tool that would improve top-line sales because our marketplace is getting more competitive every day," said Scott Terrill, Vice President of Sales Channels at Suddenlink Communications. "Pluris' solution helps us personalize the presentation of offers in a more engaging and service-oriented manner. In other words, this solution allows our reps to improve the sales process so that it is more relevant to the consumer, making it a win-win for everyone."

Within two months, Suddenlink was live across five regional care centers, achieving a considerable increase in sales - approximately 13,000 more orders per year from call-center sales alone. During focus groups, call center representatives said the Pluris solution not only made their jobs easier but also increased customer satisfaction, given the ease and speed at which relevant offers could be made.

According to Terrill, "We believe the return on investment will be greater than traditional marketing programs and will have a positive spillover effect on loyalty and retention rates as well."

Underpinning the Offer Management solution is Pluris' Marketing Optimization and Recommendation Engine (MORE), which applies sophisticated analytics, econometric models, and optimization algorithms to pinpoint the most appropriate offer and associated messaging for each customer, in addition to the appropriate products or bundles for that consumer.

"Our Offer Management solution enables companies to go beyond traditional campaign targeting practices and actually personalize what is offered across all elements of the offer mix, right down to the exact message points that should be used for one customer versus another,"

explained Michael Caccavale, CEO of Pluris. "With Suddenlink, we are able to manage very large offer sets in a simple, yet powerful, way. It's no surprise that over three quarters of their agents were able to increase their order rate by 50 percent."

Michael Caccavale and Scott Terrill will outline Suddenlink's results with Pluris' Offer Management solution at the Direct Marketing Association's (DMA) DMA08 Conference & Exhibition, being held October 11-16, 2008 in Las Vegas. In the session, titled "The Next Big Thing: Advanced Marketing Analytics," attendees will discover why analytics is no longer a "nice to have" but a "need to have," integrated component of an execution platform. For more information about this session or DMA08, please visit <http://www.dma08.org>.

About Pluris Inc.

Pluris enables marketers to optimize the value of each consumer touch resulting in higher conversion on sales, marketing, and service interactions. Utilizing next-generation data and analytical platforms, Pluris helps marketers to better understand consumers, generate key insights from their behavior, and engage them in the most effective way across traditional and interactive messaging channels. From its offices in Framingham, MA and Denver, CO, Pluris has built a solid track record of improving marketing productivity for large organizations with hundreds of users across multiple locations and lines of business. For additional information, please contact Natalie Zelinsky at 508-663-1064 or visit www.plurismarketing.com.

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Contact:

Kim Baker

PAN Communications

978-474-1900

pluris@pancomm.com