



Contact:

David Fong
Smart Action Company LLC
(310) 773-4667
david.fong@smartaction.com

FOR IMMEDIATE RELEASE

SmartAction Announces Expansion Plans

New lease signed on headquarters

Playa del Rey, CA (February 1, 2012) -- Smart Action Company announced expansion plans today to match its more than 400% growth in 2011. SmartAction signed a five-year lease for new, larger facilities in El Segundo. The company has grown significantly in the past year, by adding management, engineering and development staff to meet the growing demand of its flagship product, Smart Call Agents. This product is an Interactive Voice Response system powered by Artificial Intelligence, the only one of its kind in the industry. It recently won the Customer Interaction Solutions' 2011 Product of the Year award.

"With our rapid growth, and the hiring of more engineering, sales and support staff, our current offices are no longer adequate to meet the needs of our clients," said Michael Vanca, Vice President of Operations.

SmartAction expects the move to the new corporate offices to be complete later this month.

"Our new offices will help support business expansion, improve communication, and consolidate our resources to better serve our growing customer base," added Vanca.

About Smart Action Company LLC

SmartAction is a leader in call automation, providing hosted speech IVR services to medium-sized to Fortune 500-sized customer service call centers. Our state-of-the-art solution contains artificial general intelligence and natural language capabilities, allowing us to handle more complex calls than the most advanced IVRs. This translates to a superior customer experience with proven higher call completion rates at about a quarter of the cost of live agents. Learn more at www.smartaction.com or call 888-882-9250.