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**FOR IMMEDIATE RELEASE**

## **SmartAction Adds Two Senior Executives To Support Company's Rapid Growth**

Playa del Rey, CA (December 15, 2011) -- Smart Action Company announced the recent hiring of two senior executives to support the rapid growth of the company's flagship product, Smart Call Agents. This Interactive Voice Response product powered by Artificial Intelligence is the only one of its kind in the industry. Its revenues have experienced more than a four-fold increase this year.

To support its continued growth, SmartAction recently hired two senior executives: Peter Celeste as Executive Vice President of Sales of Marketing and Michael Vanca as Vice President of Operations. Previously, Celeste served as an executive team member and Senior VP and GM of Oversee's Monetization Services division. Previous to Oversee, he held General Manager and Senior Sales positions at Intuit, Yahoo and Overture. Vanca has been CEO of Fulfillment Plus, Inc. He also founded FPS, Inc. a third party logistics software and database SaaS firm, and in 2008, Advanced Driving Technologies, which works on cutting edge simulation technologies.

"We have added two senior executives who are providing significant strategic guidance," said Peter Voss, founder and CEO. "As our client roster grows, we are adding the people necessary to meet our continued commitment to an extraordinary customer experience and operational excellence."

SmartAction is continuing to grow and is presently hiring for various sales and software engineer positions. Information about the positions can be found at <http://www.smartaction.com>.

### **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](http://www.smartaction.com) or call 888-882-9250.