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**RIGHTNOW AND ECHOPASS PARTNER TO DELIVER PRE-INTEGRATED  
ON DEMAND CONTACT CENTER SOLUTIONS**

**BOZEMAN, MONT. and SAN FRANCISCO, CALIF. (September 21, 2004)—**

RightNow<sup>®</sup> Technologies (NASDAQ: RNOW) and Echopass today announced a strategic partnership to deliver pre-integrated on demand solutions for advanced multi-channel contact centers. The combination of RightNow's hosted CRM applications and Echopass's hosted call center and CTI solutions will enable their joint customers to rapidly gain complete contact center capabilities—without having to purchase, install, integrate and maintain software and hardware infrastructure internally.

RightNow's customer service and support application, RightNow Service<sup>™</sup>, enables contact centers to efficiently and effectively manage customer inquiries via phone, email, web self-service, live chat and voice self-service. Echopass provides comprehensive, hosted inbound and outbound call processing capabilities, including sophisticated IP-based automated call distribution (ACD), interactive voice response, outbound dialing and CTI—all built on Genesys Framework technology—on a monthly, subscription-based service. Delivered as an on demand service, the combined offering

from RightNow and Echopass enables contact centers to optimize staff productivity and performance, while providing a seamless customer interaction experience.

“This partnership highlights the tremendous business value that organizations can realize by implementing best-in-class on demand contact center solutions with best-in-class hosted CRM applications,” said Vincent Deschamps, CEO of Echopass. “As the technology needs of today’s contact centers expand at a faster rate than the capacity of their IT departments, our partnership with RightNow brings real benefits and flexibility for our joint customers by accelerating the time to value. Combined with RightNow, we enhance the customer’s experience while making your business more effective and efficient,” said Deschamps.

“In-house and outsourced contact centers are increasingly adopting on demand technologies to enjoy the cutting-edge innovations available in their field without the huge up-front capital costs and long implementation time typically associated with them,” said Greg Gianforte, CEO and founder of RightNow. “We are pleased to work with Echopass to put the technology so essential for effectively executing customer communications strategies into the hands of organizations that would otherwise lack the financial and human resources to do so.”

Echopass will be exhibiting the pre-integrated solution at RightNow’s User Conference, held October 3-6, 2004 in Big Sky, Montana, as the event's Gold Sponsor. To register for the event, go to: <http://www.rightnow.com/userconference/>

### **About Echopass**

Echopass Corporation is the leading service provider of on demand contact center solutions for small to midsize businesses, departments and branches of large enterprises and outsourcers worldwide. With a wide range of flexible inbound and outbound customer contact solutions, Echopass delivers rich functionality that is easy to deploy and use. Echopass takes the pain and complexity out of implementing telephone and web-based customer contact solutions by offering a full suite of service packages on demand and delivered over the data network. With Echopass, customers enjoy the benefits of highly effective sales, marketing, and customer service communications in less time and at a lower cost than traditional, premise-based systems. Founded in 2000, Echopass is privately held, backed by top-tier venture capital firms and headquartered in San Francisco with a world-class operations center in Salt Lake City, Utah. For more information, go to [www.echopass.com](http://www.echopass.com) or call 888-622-5345.

### **About RightNow Technologies**

RightNow Technologies is a leading provider of on-demand software solutions designed to optimize customer service operations for businesses of all sizes. RightNow's comprehensive customer service solution features a self-learning knowledgebase that is designed to seamlessly support multiple communications channels including web, interactive voice, email, chat, telephone and proactive outbound email communications. RightNow offers its solutions through a multi-tenant, hosted on-demand model to reduce the cost and risk associated with deploying traditional enterprise customer relationship management, or CRM, software. RightNow also provides business process optimization and product tune-ups throughout the lifecycle of its client relationships. Founded in 1997, RightNow is headquartered in Bozeman, Montana, with offices in Europe and Asia. For further information visit [www.rightnow.com](http://www.rightnow.com).

RightNow is a registered trademark of RightNow Technologies, Inc. NASDAQ is a registered trademark of the NASDAQ Stock Market.

**Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995**

All statements included in this press release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs, and certain assumptions made by us, all of which are subject to change. Forward-looking statements can often be identified by words such as "anticipates," "expects," "intends," "plans," "predicts," "believes," "seeks," "estimates," "may," "will," "should," "would," "could," "potential," "continue," "ongoing," similar expressions, and variations or negatives of these words. These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement.

The risks and uncertainties referred to above include, but are not limited to, risks associated with our business model, our past operating losses, possible fluctuations in our operating results and our rate of growth, interruptions or delays in our hosting operations, breaches of our security measures, our ability to expand, retain and motivate our employees and manage our growth, and our plans for new product releases. Further information on potential factors that could affect our financial results is included in our registration statement on Form S-1 and in other filings with the Securities and Exchange Commission. The forward-looking statements in this release speak only as of the date they are made. We undertake no obligation to revise or update publicly any forward-looking statement for any reason.