



CUSTOMER SYSTEMS

Press Release For Immediate Release

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Customer Systems Opens New Asia-Pacific Office

Scottsdale, AZ — December 12, 2003 — Customer Systems, Inc. today announced the opening of a new overseas office, located in Melbourne, Australia. The new office will service Customer Systems' growing clientele and seek new business opportunities in the Asia-Pacific region. Poh Cheung and Michael Hopwood will serve as business development managers at Customer Systems International.

"We are encouraged by a great deal of initial interest and sales success," said Mr. Hopwood. "Our office shares the CRM focus of our American counterparts, and expands core CRM functionality with a set of mobile Internet applications and call center integration. This market is hungry both for the high caliber products we provide and for the experience and service commitment we exemplify."

The Australian office will serve as a hub for an array of business initiatives to be conducted throughout Asia. Customer Systems' methodology is to provide customers with the most effective method of collecting and retrieving information about their clients regardless of where they are. To that end, the overseas office will focus on the mobility and telephony features that are an integral part of the CRM (Customer Relationship Management) solutions they offer.

"We were presented with this strategic opportunity to expand our business globally in partnership with an excellent Australia-based team," said Mike Hoffler, president of Customer Systems, Inc. "Asia-Pacific represents a growing and strategic marketplace for our customer-centric solutions, and we feel confident of our ability to succeed in this arena."

Customer Systems International is located at: Suite 119,566 St Kilda Rd, Melbourne 3004. For further information about Asia-Pacific operations, please visit: www.customersystemsau.com, call +61 3 9332 3635, or e-mail sales@customersystemsau.com.

About Customer Systems, Inc.

Customer Systems is a leading provider of Customer Relationship Management (CRM) solutions. Our products and services allow companies to take advantage of emerging market opportunities to drive business, improve efficiencies, and positively affect the bottom line. By providing excellent customer service, best of breed technologies, and market-leading experience, Customer Systems successfully enables leading companies of all sizes to increase sales, maximize efficiencies, and grow market share.