

***Leading Response Solution Advanced Interactive Sciences Completes \$11.9 million
Recapitalization***

ABS Capital Attracted Company's Market Leading Solution

MCLEAN, VA. September 17, 2007- Advanced Interactive Sciences, a leading provider of intuitive response technology, announced today that it had completed an \$11.9 million recapitalization. The proceeds will be used to repurchase stock held by legacy shareholders and was backed by ABS Capital Partners, a leading later-stage growth company investor. This is the second time ABS Capital has worked with AIS CEO Michael Ferzacca, who was previously CEO of another ABS Capital portfolio company. The new capital structure will allow the Company to continue to execute on its growth plan with an active investor. As a result of the financing, Deric Emry, a General Partner at ABS Capital will join AIS' Board of Directors and Ralph Terkowitz, a General Partner at ABS Capital, will be an observer.

“Businesses want solutions that will drive the most cost effective customer acquisition and lead generation whether their customers come from DRTV, direct response radio, direct mail or online advertising. Even mobile offers direct response opportunities that benefit from a better customer experience with AIS' response solution. By intuitively understanding human utterances and using our predictive tools to anticipate customer responses, our technology quickly translates inquiries into transactions,” said Michael Ferzacca, CEO of Advanced Interactive Sciences. “Having active partners like ABS Capital will help us to expand our offerings and ensure our customers continue to have the most innovative services to deliver the highest revenue per order.”

AIS assists customers in converting inquiries received via the phone or the Internet into sales or actions by designing and managing a dynamic offer process on behalf of its clients. Inquiries via phone, online or mobile are generated as a result of direct response advertisements displayed on television and online. Regardless of the mode of inquiry, AIS uses a proprietary predictive analytics and reporting engine (OnTarget) as well as a proprietary reporting and analytics engine (Velocity) to provide integrated marketing services. AIS also helps its clients track the performance of their advertising spend through the Velocity reporting and analytics tool which provides a single source that integrates media spend, fulfillment reporting, real-time call performance and e-commerce activity all in one place.

“The market for direct response marketing is growing rapidly,” said Deric Emry. “We have watched AIS' significant growth over the past few years and were pleased when we had the opportunity to once again back Mike and his team as they build their position as a market leader.”

AIS supports marketing initiatives such as customer acquisition, lead generation and customer loyalty programs. The addressable direct response market for television is approximately \$4.1 billion. Additionally, direct response marketers are increasingly implementing online media campaigns as overall advertising spending continues to shift online from traditional media. AIS' ability to manage multi-platform direct response advertising campaigns and provide its customers with integrated measurement and reporting capabilities is a differentiating factor within the industry.

About Advanced Interactive Sciences

Founded in 2003, AIS pioneered Intuitive Speech technology to help clients maximize sales for their customer acquisition, lead generation and customer loyalty programs. By combining the strength of its conversational speech engine with predictive analytics, AIS delivers dynamic scripting that yields optimum revenues and close rates. Profitable since its inception, this FL-based company was founded by Douglas Winslow with a vision that AIS technology can deliver new enhanced revenue streams. With years of experience in the direct response and online markets, AIS is uniquely positioned to meet the challenges of today's marketplace and deliver more sales per media dollar. For more information, please visit www.aisvoice.com.

About ABS Capital Partners

Founded in 1990, ABS Capital Partners has established a strong track record for investing in later-stage growth companies. With \$1.5 billion under management, ABS Capital helps companies choose the growth initiatives that build the greatest long-term value. ABS Capital has partnered with numerous portfolio companies to achieve successful outcomes, including over 40 initial public offerings and acquisitions by market leaders like CBS Corporation, EMC Corporation, LabCorp and Pitney Bowes Inc. For more information, please visit www.abscapital.com.

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