

**SWORD**

UPGRADE YOUR BUSINESS

Press Release

Sword Ciboodle Receives 2008 Product of the Year Award Presented by Customer Interaction Solutions® Magazine

CRM Software Company Honored for Outstanding Innovation

Chicago, IL – December 18, 2008 – Sword Ciboodle, provider of customer-oriented business software and services, announced today that it has received a 2008 Product of the Year Award from Technology Marketing Corporation's (TMC®) Customer Interaction Solutions magazine (www.cismag.com), the leading publication covering CRM, call centers and teleservices since 1982.

Sword Ciboodle is the award-winning business-process-driven CRM software product for multi-channel contact centers. Targeted primarily to large companies in sectors such as banking, insurance, retail energy, retail telecommunications and media and consumer goods, it is the only BPM-based CRM product that enables all service channels natively from a single platform.

"I am pleased to honor Sword Ciboodle for their hard work and accomplishments. Their commitment to quality and excellence benefit the contact center experience as well as ROI for the companies that use them," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of Customer Interaction Solutions. "For 11 years, Customer Interaction Solutions magazine has recognized the companies which demonstrate excellence in technological advancement and application refinements."

The 11th Annual Product of the Year Award winners will be featured in the January 2009 issue of Customer Interaction Solutions magazine.

"We are delighted to have been recognized for our technology innovation by a leading industry magazine like Customer Interaction Solutions," said Paul White, EVP Sales and Marketing, Sword Ciboodle. "This is another validation of the Sword Ciboodle platform, which is fast becoming one of the customer service industry's most admired products." For more information about the Customer Interaction Solutions' 2008 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

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Notes to Editor

About Sword Group

Sword Group (NYSE Euronext: FR0004180578 SWP) delivers high value business applications to the world's largest companies globally. With operations in 37 countries, Sword today employs over 2000 people and generates more than €200m in consolidated revenue.

An international leader in the delivery of Business Process Improvement solutions, Sword's skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment.

With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and the public sector.

About Sword Ciboodle

Sword Ciboodle helps improve the way large organizations interact with their customers. The combination of award-winning, process-managed CRM software and specialist consulting and delivery services help Sword Ciboodle's clients achieve higher revenues from their customers and reduce operational costs. Sword Ciboodle is consistently recognized by industry analysts as one of the world's leading customer-centric technology providers. For more information, please visit www.sword-ciboodle.com.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, Call Center 2.0 Conference and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.

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