

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

### **CSG SYSTEMS CONTINUES TO ADD CAPABILITY AND STRATEGIC VALUE TO MULTI-CHANNEL COMMUNICATIONS PLATFORM**

*CSG Adds Secure eStatements and PURL Technology Enhancements to Precision eCare to Improve Communications Effectiveness*

**ENGLEWOOD, Colo. (Oct. 22, 2009)** — CSG Systems International, Inc. ([NASDAQ: CSGS](#)), a leading provider of customer interaction management and billing solutions, today announced new enhancements to its [Precision eCare™](#) suite of solutions that enable clients to offer more ways to interact with customers in a highly personalized and interactive fashion.

These enhancements to CSG's Precision eCare suite of solutions (formerly known as CSG Care Express), are the latest steps CSG has taken to help clients deliver the right message, at the right time, using the preferred channel, to improve revenue and the overall service experience. Now more than ever before, CSG offers its clients strategies and solutions for delivering targeted messages to customers using a combination of complementary communications channels, including electronic and printed statements, e-communications, direct marketing and interactive messaging methods such as SMS/text, voice and email.

Precision eCare gives approximately eight million cable and direct broadcast satellite (DBS) customers the ability to view and pay bills online, upgrade services and interact with new service offers and promotions. The solution is also available to utility industry customers. Precision eCare includes four integrated, but independent modules: Precision eMail™ to create personalized, branded marketing emails; Precision eMarketing™ for targeted advertising; Precision eCommerce™ to enable online product and service ordering; and Precision eBPP™ to view and pay bills online.

New to Precision eCare is CSG Secure eStatements. This solution offers customers the ease of receiving monthly statements attached to a secure email. The attached statement is not a static document; rather, it offers new technology that enables the customer to view and pay their bill directly via interactive features embedded in a dynamic .pdf file.

Understanding that clients continue to leverage both print and electronic means for distributing statements, CSG has also extended the unique and impactful characteristics of a printed statement – from color branding, targeted messaging and advertising – to an interactive electronic format within its Precision eBPP solution.

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“Our research shows that a vast majority of people open and read transactional communications, and when those communications are targeted or personalized to the individual, they become even more impactful,” said Karl Whitelock, senior consulting analyst, Stratecast, a division of Frost & Sullivan. “From email to printed statements and SMS text messages, the value of having multiple communications channels comes from the ability of these elements to complement each other with interlocking messages, images and personalized offers.”

To enable its clients to further realize the value of connecting printed transactional statements with electronic channels, CSG now leverages integrated PURL (Personalized URL) technology as part of Precision eCare. PURL technology allows CSG’s clients to personalize printed or electronic marketing and advertising inserts that direct consumers to a personalized URL or Web site address which contains tailored individual offers. This is one way that CSG unites its electronic eCare and print platforms that enable its clients to track customer interests and help manage the return on investment of a printed or electronic advertisement by monitoring page hits and click through rates.

In total, CSG’s clients can improve revenue and customer service by leveraging powerful, integrated statement and marketing formats – in both printed and electronic forms – to flexibly reach customers with personalized, transactional messages delivered based on their preference.

“By offering a wide variety of communications channels and the ability to personalize messages consistently across electronic, print, and other forms of interactive messaging, CSG empowers its clients to reach their customers in the most effective way and to have a comprehensive view of their customer interactions, across multiple touch points,” said Dwayne Ruffin, senior vice president of product management at CSG Systems.

### **About CSG Systems**

Headquartered in Englewood, Colorado, CSG Systems International, Inc. (NASDAQ: CSGS) is a customer interaction management company that provides software- and services-based solutions that help clients engage and transact with their customers. With a 25-year heritage in providing customer management and billing solutions to North American cable and direct broadcast satellite companies, CSG has broadened its customer interaction management capabilities to proudly serve this client base as well as new, highly competitive industries including financial services, healthcare, utilities and more. Today, CSG's solutions reach more than half of all US households each month and manage over \$36 billion in transactions annually on its clients' behalf. For more information, visit our website at [www.csgsystems.com](http://www.csgsystems.com).

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