

## News Release

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World's #1 Online Retailer of Motorcycle Accessories Deploys EasyRun Contact Center Solution

### *MotoSport Chooses EasyRun EPICCenter to Optimize Contact Center Operations*

**Monroe, CT., June 6, 2008** – EasyRun Inc., a leading provider of multimedia contact center solutions, today announced that MotoSport Inc. has deployed their EPICCenter product suite. MotoSport is the world's number one multi-channel retailer of off-road motorcycle parts and accessories. The company has its main offices in Portland Oregon. It employs over 250 people in North America. Approximately 55 of these employees work in the Company's contact center. MotoSport originally installed EasyRun's EPICLite contact center solution in 2002. In 2008 they upgraded their system to the more robust EPICCenter solution in order to expand the capabilities of their growing customer base.

MotoSport prides itself in offering a superior customer experience, by offering expert technical sales advice to its customers. "Just about everyone in our company is a true motorcycle enthusiast," said Jarrod Rogers, Director of contact center operations at MotoSport. "When a customer calls in we work hard to match them with a sales agent that can answer their specific questions to ensure that they get their needs addressed quickly and efficiently. We employ the intelligent routing and queuing capabilities of the EasyRun solution to deliver the best overall sales experience to our customers. EPIC never breaks, it was easy to install and operationally it is bulletproof. More importantly, EasyRun has been a great business partner. Their sales and service is excellent and we consider them part of the MotoSport customer service team."

EasyRun creates and sells best-of-breed comprehensive multimedia contact center solutions. The company's products integrate seamlessly with backend CRM and ERP solutions allowing contact center agents to view real time customer information. It allows contact center managers to optimize agent resources and generate real-time and historical operational reports to optimize and manage both inbound and outbound sales campaigns.

"MotoSport is an amazing success story, having grown from a concept in 1999 to the one of the world's largest online retailer of motorcycle parts and accessories," said Doron Meiom, President of EasyRun Inc. "The Company is clearly focused on delivering the best possible contact center experience to their customers and EasyRun is happy that they have chosen us as their partner."

### **About MotoSport**

MotoSport is one of the fastest growing online multi-channel retailers of power sports apparel, parts and accessories. Dedicated to providing the best customer service in the industry, the company's sales associates are experienced, knowledgeable dirt bike, ATV, sport bike and Harley-Davidson® enthusiasts. MotoSport carries a wide range of products from the top motocross brands, including Honda, Fox, Alpinestars, Thor, Renthal and Acerbis. Unlike most motocross retailers, MotoSport offers free two-day express shipping on purchases of \$100 or more as well as a 30-day price match guarantee. And because the company warehouses everything it sells, most orders ship within 24 hours. For more information, please visit [www.motosport.com](http://www.motosport.com).

**About EasyRun**

EasyRun develops and sells the industry's most advanced, user-friendly multimedia, contact center solutions. The Company's products are feature rich, competitively priced, and deliver immediate organizational benefits in terms of TCO and ROI. EasyRun's entire product family offers an intuitive, user-friendly interface along with robust real-time and historical reporting capabilities. The Company has over one thousand customer installations worldwide including the Dallas Cowboys, Viacom, the U.S. Coast Guard, National Pizza and Coca Cola. For more information on EasyRun communication solutions visit [www.EasyRun.com](http://www.EasyRun.com).

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