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VoltDelta and LSSiDATA Offers Telematic Assistance and Data Services for Automotive Applications

Partners with MyAssist to power Operator Assist for Ford SYNC

NEW YORK--(BUSINESS WIRE)-- VoltDelta and LSSiDATA, both Volt Information Sciences companies, have teamed with MyAssist to provide Operator Assist and data services to the Ford Motor Company for its popular Ford SYNC in-vehicle information system. [VoltDelta and LSSiDATA](#) uniquely combine geo-located contact information and a virtual agent infrastructure, empowering Ford SYNC motorists with the ability to safely identify, locate and engage with businesses and residences across the United States.

MyAssist's agent-enabled service provides 'business search' and 'directions' functions, which make up approximately 70 percent of the calls to SYNC Services. The service also provides access to residential listings and their addresses. At any time during a hands-free SYNC Services interaction, a driver can request to speak with an agent for personalized assistance. When a MyAssist operator assists with a request, the user can choose to receive audible directions or a text message with the name, address, phone number and information about the business (applies to certain phone carrier networks) or be directly connected to the phone of the business or residence.

"MyAssist allows Ford SYNC Services users to help keep their hands safely on the wheel while talking to a live specialist who can quickly provide information and navigation services that are important to drivers while on the road," said Jim Flavell, senior vice president, MyAssist. "VoltDelta and LSSiDATA allow us to work with a single corporate entity for contact data and virtual agent infrastructure as a foundation for enhancing the driving experience for Ford SYNC motorists."

LSSiDATA aggregates more than 100 million business, residential, and government listings across North America. This information is the core of the LSSiDATA National Directory Assistance (NDA®) database, Contact information is enhanced with granular SIC code classification for businesses, latitude and longitude coordinates, and quality optimization via more than 2 million daily updates, six days a week. VoltDelta's virtual agent telephony infrastructure and Operator Assist desktops efficiently distribute Ford SYNC calls to MyAssist agents who have access to the contact information found in LSSiDATA's NDA® database.

"VoltDelta's virtual agent infrastructure along with LSSiDATA's contact information effectively delivers the engine AND fuel to power MyAssist motorist care," said Terry Saeger, SVP and GM of VoltDelta and LSSiDATA. "This powerful telematic solution from MyAssist is delivering an easy to use and safe experience for a range of Location-based services."

My Assist Operator Assist is currently being offered as a complimentary service for registered users of cloud-based SYNC Services. No additional software or hardware is

needed.

For more commentary, go to [VoltDelta, LSSiDATA and MyAssist provide data services for Ford SYNC](#)

About MyAssist

MyAssist, a leading live-agent personal assistance and telematics service for individuals and companies, is a Noel Group company. MyAssist provides a unique live agent service designed to empower and protect people's lives and experiences. Customers receive cost-effective, around-the-clock access to a team of experts in travel and reservations services, online research, emergency services and medical assistance. MyAssist is available as iPhone, BlackBerry and Android applications or can be used from any mobile device and land line. Companies can private label MyAssist to create a competitive advantage through innovative customer service and/or improve employee productivity. MyAssist is powered by the world's leading concierge, emergency travel and medical assistance infrastructure. For more information about MyAssist, visit www.myassist.com.

MyAssist is a trademark of The Noel Group. All other trademarks belong to their respective owners.

About LSSiDATA® and VoltDelta®

LSSiDATA® enables location-based services, direct marketers, telecommunication providers, and others to identify, locate and engage via comprehensive data repositories of contact information. LSSiDATA is a Tier 1 supplier business, residential and government contact information with geo-location and other detail. Unique quality standards applied to data aggregated from a wide range of sources contribute to a data repository of hundreds of millions of listings with daily updates exceeding 2 million records per day, 6 days a week. LSSiDATA and LSSiEurope are divisions of VoltDelta Resources LLC. Find out more at www.lssidata.com.

Contact Center On Demand (CCOD) and voice recognition are VoltDelta solutions that enhance customer care in a Software as a Service (SaaS) model. More than 2.4 billion calls and 2 billion SMS messages per year with 99.99% reliability are supported by VoltDelta's hosted infrastructure within North America. VoltDelta also delivers hosted virtual contact center and IVR solutions via facilities in the U.K. and Germany. VoltDelta OnDemand and VoltDelta Service Provider Solutions are divisions of VoltDelta Resources LLC. Find out more at www.voltdelta.com/OnDemand.

VoltDelta Resources LLC, is a subsidiary of Volt Information Sciences. Volt is a publicly traded corporation (OTC:VISI) with more than 400 offices and 10,000 clients worldwide , including more than half of the Fortune 500. Find out more at www.volt.com

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