



NEWS RELEASE

Duncan Joins Conversant, Inc. as Vice President, Product Development

JOPLIN, MO, July 16, 2003 – After more than 24 years as an executive in the application software and ASP industries with some of the nation’s largest providers of software for the utility industry, Phillip M. Duncan has joined Conversant, Inc. as the Vice President of Product Development.

In his new role, Duncan has assumed responsibility for the company’s development of software products for the utility and energy services industries, joining the teams focused on Customer Watch™ Customer Information System, Versatility™ development tools, and future releases of other Java-based software technologies.

Most recently, Duncan was the Director of Strategic Planning at Alliance Data Systems’ Utility Group. He has also served as the Director of Product Strategy at Enlogix, the Vice President of Product Management at Excelergy and as the Director of Cross Product Strategy for SCT Utility Systems.

“We are extremely pleased to have been able to attract Phil to our company. He brings an in-depth understanding of the global utility industry, especially CIS/CRM systems development, as well as the complete product lifecycle process. This experience is of great importance to us as we continue to acquire new customers and expand our software’s capabilities,” says Stan Royal, CEO of Conversant, Inc.

Conversant, Inc.’s Customer Watch™ Customer Information System has been the recipient of numerous international awards for its object-oriented architecture and innovative approach to managing customer care and billing functions for utilities and energy service providers.

Conversant, Inc. can be reached by calling 800 770 8047. Information on Customer Watch can be found at www.conversantinc.com. -end-