



LivePerson's LP Chat solution Receives *Customer Interaction Solutions*® Magazine's 2011 Product of the Year Award

New York, NY, January, 26, 2012 — [LivePerson, Inc.](#) (NASDAQ: LPSN), a provider of real-time chat, voice and content solutions that increase conversions and improve customer experience, today announced that [TMC](#), a global, integrated media company, has named [LP Chat](#) as a [Customer Interaction Solutions](#) 2011 Product of the Year. The Product of the Year Awards honor the most innovative products in the industry, as compiled by the editors of *Customer Interaction Solutions*, the leading publication covering CRM, call centers and teleservices.

"Being recognized by *Customer Interaction Solutions* is an honor that reflects our ongoing dedication to helping customers deliver an exceptional online experience and drive value to their businesses," said Amir Shub, Head of LP Chat, LivePerson. "We strive to provide businesses with the best possible chat solution through continuous [innovation](#), and by collaborating with our customers and third-party solution providers to help them enhance the impact and intelligence LP Chat."

LP Chat is a global leader in online chat, creating meaningful, real-time connections with web customers that result in higher conversion rates and superior customer experiences across the [customer lifecycle](#). LP Chat offers a reliable, secure and efficient way for businesses to connect with customers wherever they are, including websites, social media, and mobile devices. An optimal blend of technology and business intelligence, LP Chat delivers compelling, measurable results for e-commerce, marketing, customer experience and contact center executives.

"LivePerson was selected to receive a 2011 Product of the Year Award for its achievement in advancing CRM, contact center and call center technologies. LP Chat has demonstrated excellence as well as provided ROI for the companies that use it," said [Rich Tehrani](#), CEO, TMC. "*Customer Interaction Solutions* magazine has been recognizing innovative companies for 14 years and LivePerson has earned its place with this distinguished honor."

The 14th Annual Product of the Year Award winners are published in the January/February 2012 issue of [Customer Interaction Solutions](#) magazine, www.cismag.com.

For more information about the *Customer Interaction Solutions*' 2011 Product of the Year Awards, or any of the TMC media properties, please visit www.tmcnet.com.



About LivePerson

LivePerson, Inc. (NASDAQ: LPSN) offers a cloud-based platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This "intelligent engagement" is driven by real-time behavioral analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson's platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

LivePerson has received the CODiE award for Best Ecommerce Solution in 2011, and has been named one of America's 25 Fastest-Growing Tech Companies by Forbes in 2011 and a Company of the Year by Frost and Sullivan in 2011. LivePerson is headquartered in New York City with offices in San Francisco, Tel Aviv, Atlanta, London and Melbourne, Australia.

For more information, please visit www.liveperson.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 for more information.

About TMC

TMC is a global, integrated media company that helps clients build communities in print, in person, and online. TMC publishes the [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Next Gen Mobility](#) and [Cloud Computing](#) (formerly InfoTECH Spotlight) magazines. TMCnet.com, which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries. TMC is the producer of [ITEXPO](#), the world's leading B2B communications event. In addition, TMC runs multiple industry events: *4G Wireless Evolution*; *M2M Evolution*; *Cloud Communications Expo*; *SIP Tutorial 2.0: Bringing SIP to the Web*; *Business Video Expo*; *Regulatory 2.0 Workshop*; *DevCon5*; *HTML5 Summit*; *CVx*; *AstriCon*; *StartupCamp*; *MSPAlliance* *MSPWorld* and more. Visit [TMC Events](#) for a complete listing and further information.

For more information about TMC, visit www.tmcnet.com.



Safe Harbor Provision

Statements in this press release regarding LivePerson that are not historical facts are forward-looking statements and are subject to risks and uncertainties that could cause actual future events or results to differ materially from such statements. Any such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. It is routine for our internal projections and expectations to change as the quarter and year progresses, and therefore it should be clearly understood that the internal projections and beliefs upon which we base our expectations may change. Although these expectations may change, we are under no obligation to inform you if they do. Actual events or results may differ materially from those contained in the projections or forward-looking statements. Some of the factors that could cause actual results to differ materially from the forward-looking statements contained herein include, without limitation: potential fluctuations in our quarterly and annual results; the adverse effect that the global recession may have on our business; competition in the real-time sales, marketing, customer service and online engagement solutions market; our ability to retain existing clients and attract new clients; risks related to new regulatory or other legal requirements that could materially impact our business; responding to rapid technological change and changing client preferences; our ability to retain key personnel and attract new personnel; risks related to the operational integration of acquisitions; technology systems beyond our control and technology-related defects that could disrupt the LivePerson services; privacy concerns relating to the Internet that could result in new legislation or negative public perception; risks related to the regulation or possible misappropriation of personal information; legal liability and/or negative publicity for the services provided to consumers via our technology platforms; risks related to protecting our intellectual property rights or potential infringement of the intellectual property rights of third parties. This list is intended to identify only certain of the principal factors that could cause actual results to differ from those discussed in the forward-looking statements. Readers are referred to the reports and documents filed from time to time by us with the Securities and Exchange Commission for a discussion of these and other important risk factors that could cause actual results to differ from those discussed in forward-looking statements.

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