

> NICE Systems Limited
8 Hapnina Street POB 690
Ra'anana 43107 Israel

> T 972 9 775 3777 F 972 9 743 4282
E info@nice.com

> Insight from Interactions™



NICE and Avaya Extend Global Alliance to Deliver the Market-Leading Workforce Management Solution from NICE Subsidiary IEX

Leading Power Producer, Eskom, Maximizes Call Routing Investment with Avaya and IEX Technology

Ra'anana, Israel and Basking Ridge, NJ, October 10, 2006 – NICE Systems Ltd. (NASDAQ: NICE), the global provider of advanced solutions that enable organizations to extract Insight from Interactions™ to drive performance and Avaya Inc. (NYSE: AV), a leading global provider of business communications applications, systems and services, today announced the expansion of their global relationship to encompass the distribution of workforce management software from IEX Corporation, a subsidiary of NICE. The decision to extend the long-term distribution agreement between NICE and Avaya to include the IEX® TotalView® Workforce Management system is based upon the companies' shared vision for delivering a comprehensive suite of applications that address the full spectrum of contact center business issues – from operational to strategic.

Mutual contact center customers such as Eskom Holdings Ltd. of South Africa, one of the world's leading power producers, are already realizing substantial benefits from using IEX workforce management software in conjunction with Avaya intelligent routing technology.

"The IEX workforce management system has supplied us with a strong staff planning foundation while helping us maximize our Avaya call routing technology investments," said Eskom Corporate Specialist of Customer Service Kevin von Berg. The integrated contact routing simulation capabilities developed by IEX, in close collaboration with Avaya, have enabled Eskom to improve the accuracy of calculated staffing requirements and multiskilled agent efficiencies. TotalView will also play a vital role in staff planning and control based on automatic call distribution (ACD) and network routing rules in Eskom's newly rolled-out VoIP-based Virtual Contact Center configuration.

"We are excited about expanding our long-standing relationship with NICE to include workforce management technology from IEX," said Jim Smith, Avaya Vice President and General Manager, Customer Service Applications Division. "Adding TotalView to our portfolio gives us the strongest workforce management offering and the most complete contact center offering to serve our customers. We are now able to meet the business needs of mutual contact center clients like Eskom that need advanced multi-site and multi-skill staff planning support."

With the expansion of the distribution agreement, contact centers around the world can now purchase TotalView directly from Avaya in addition to the NICE Solutions, which Avaya has been reselling since 1997.

"NICE and Avaya have enjoyed a strong and fruitful relationship for many years," said NICE President Shlomo Shamir. "We are excited about extending that relationship to include distribution of solution offered by our new subsidiary, IEX. TotalView and NICE Perform™ have a strong synergy and are a natural fit to be sold in conjunction with Avaya call routing technology."

NICE also is a Premier member of the Avaya DeveloperConnection program – an initiative to promote the development, compliance-testing and co-marketing of innovative, third-party products that are compatible with standards-based Avaya solutions.

About NICE

NICE Systems Ltd. (NASDAQ: NICE) is the leading provider of Insight from Interactions™ solutions, based on advanced analytics of unstructured multimedia content – from telephony, Web, radio and video communications. NICE is revolutionizing VoIP interactions management with state-of-the-art solutions for IP contact centers, branches, and command and control centers. NICE's solutions are changing the way organizations make decisions, helping them improve business and operational performance, address security threats and be proactive. NICE has over 24,000 customers in 100 countries, including over 75 of the Fortune 100 companies. More information is available at <http://www.nice.com>.

About Avaya

Avaya Inc. designs, builds and manages communications networks for more than 1 million businesses worldwide, including over 90 percent of the FORTUNE 500®. Focused on businesses large to small, Avaya is a world leader in secure and reliable Internet Protocol (IP) Telephony systems and communications software applications and services. Driving the convergence of voice and data communications with business applications - and distinguished by comprehensive worldwide services - Avaya helps customers leverage existing and new networks to achieve superior business results. For more information visit the Avaya website <http://www.avaya.com>.

About IEX

IEX Corporation, a NICE Systems Ltd. company, is a leading provider of workforce management and optimization technology for contact centers. IEX has a strong market presence worldwide in over 45 countries, with more than 840,000 agents in over 2,900 sites. Founded in 1988, the company delivers award-winning products and services that help customers improve planning, enhance performance, streamline tasks and integrate data. IEX has been recognized as the 2005 Growth Strategy Leader by Frost & Sullivan and has been named the 2006 Workforce Optimization Service Leader by CRM Magazine. The company has several strategic partnerships with global contact center solution providers that enhance the value of its flagship product, the TotalView Workforce Management system. IEX is based in Richardson, Texas. For more information, visit <http://www.iex.com>.

NICE Media Contact:

Galit Belkind	NICE Systems galit.belkind@nice.com	+1 877 245 7448
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NICE Investors Contact:

Daphna Golden	NICE Systems ir@nice.com	+1 877 245 7449
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IEX Media Contact:

Angela Ticknor	IEX, a NICE company Angela.ticknor@nice.com	+1 972 301 1209
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Avaya Media Contact:

Jonathan Varman	Avaya	+1 908-953-6432
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Message Replay™, NiceUniverse Compact™, Customer Feedback™, Interaction Capture Unit™, Dispatcher Assessment™, Encorder™, Freedom Connect®, FAST®, FAST Alpha Silver™, FAST Alpha Blue™ and Alpha®, Emvolve Performance Manager™, Performix Technologies™, IEX®, TotalNet®, TotalView® and other product names and services mentioned herein are trademarks and registered trademarks of NICE Systems Ltd. All other registered and unregistered trademarks are the property of their respective owners.

This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such statements are based on the current expectations of the management of NICE Systems Ltd. (the Company) only, and are subject to a number of risk factors and uncertainties, including but not limited to changes in technology and market requirements, decline in demand for the Company's products, inability to timely develop and introduce new technologies, products and applications, difficulties or delays in absorbing and integrating acquired operations, products, technologies and personnel, loss of market share, pressure on pricing resulting from competition, and inability to maintain certain marketing and distribution arrangements, which could cause the actual results or performance of the Company to differ materially from those described therein. We undertake no obligation to update these forward-looking statements. For a more detailed description of the risk factors and uncertainties affecting the company, refer to the Company's reports filed from time to time with the Securities and Exchange Commission.

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