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> Insight from Interactions™



NICE Selected by City of Dallas to Replace Existing Emergency Center Systems

NICE's interaction analytics and its IEX workforce management solutions will support more than 1.2 million citizens

Ra'anana, Israel and Dallas, Texas, February 14, 2007, NICE Systems Ltd. (NASDAQ: NICE), the global provider of advanced solutions that enable organizations to extract Insight from Interactions™ to drive performance, today announced the City of Dallas has selected NICE's interaction analytics and its IEX workforce management solutions to improve emergency response and customer service in the city's uniquely combined 9-1-1/3-1-1 communications center. NICE was the only company able to provide a solution capable of meeting the city's requirements and assure outstanding service in a multi-skill environment. NICE partnered with several other companies, including PlantCML, on the project.

The City of Dallas has a population of over 1.2 million people, making it the ninth largest city in the US. The Dallas 9-1-1/3-1-1 center is staffed by 250 highly skilled telecommunications service specialists, who handle more than 2 million calls each year. NICE will provide the City of Dallas with performance-boosting solutions which make it possible to capture and analyze interactions, and evaluate, coach and train telecommunicators. With the addition of the IEX workforce management solution, the City of Dallas center will be able to efficiently forecast and schedule telecommunicators and streamline staff planning, assuring better service and improved response time.

"Our center handles both 9-1-1 emergency and 3-1-1 calls for the City of Dallas and our goal is to provide the best possible service to the citizens of Dallas in every situation," said Willima Banner, 9-1-1 System Operations Manager, City of Dallas. "NICE will help us achieve this goal by giving us insight into our interactions to improve performance, and by helping us ensure that the right telecommunications specialists, with the right skills, are always on the other end of the line when citizens need immediate help."

"Once again, NICE solutions have been selected to replace existing systems," said Eran Gorev, President and CEO of NICE Systems Inc. "We are very excited to have been selected for this important project together with our partners including PlantCML, and look forward to helping the City of Dallas deliver on its commitment to provide top-notch service to its citizens."

About the City of Dallas

Dallas is the third-largest city in the state of Texas and the ninth-largest in the United States. It covers almost 400 square miles and is the county seat of Dallas County. The 2005 U.S. Census estimates the Dallas population at 1,213,825. For more information, visit <http://www.dallascityhall.com/>.

About PlantCML

PlantCML is the country's leading provider of emergency response solutions and services for organizations that serve and protect their communities, cities and countries. The company delivers telecommunications functionality for mission-critical applications through delivering flexible, scalable E911 solutions covering Computer Telephony Integrated (CTI) workstations, Computer Aided Dispatch (CAD), records management, mobile data, emergency notification, Voice over IP (VoIP) and NG911 solutions, and more.

Headquartered in Temecula, California, with operations in Gatineau, Quebec, PlantCML develops, manufactures, integrates and supports solutions for critical call-center environments in both the public and private safety sectors, including transportation, utilities and federal agencies. For more information, please visit www.plantcml.com.

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 IEX

IEX Corporation, a NICE Systems Ltd. company (NASDAQ: NICE), is a leading provider of feature-rich, scalable workforce management solutions that enable contact centers to improve planning and scheduling, enhance performance and streamline tasks. Founded in 1988, Richardson, Texas-based IEX has a strong global market presence in over 45 countries with more than 900,000 agents in over 3,100 sites. IEX is part of the NICE family of companies, which together provide the broadest set of contact center business solutions including compliance and risk management, quality monitoring, interaction analytics, workforce management and performance management. These solutions address the entire spectrum of contact center business issues as well as provide valuable strategic information to enterprise-level decision makers. For more information about IEX, visit <http://www.iex.com>.

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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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