

NICE Analytics to be Used by LENDING.com, Expanding Choice and Control for Customers

NICE Perform selected for its superior interaction analytics capabilities

Ra'anana, Israel, February 26, 2007- - NICE Systems (NASDAQ: NICE) , the global provider of advanced solutions that enable organizations to extract Insight from Interactions™ to drive performance, today announced that LENDING.com, a fast-growing financial services company, has selected NICE Perform's advanced interaction analytics with VoIP to enhance the company's insights into customer and market dynamics, improve competitiveness and drive performance.

LENDING.com connects customers with a proprietary, state-of-the-art technology solution. Their cutting edge technology allows customers to choose real-time solutions that are a literal "custom fit" for their current financial situation. Using NICE's market leading interaction analytics solution, LENDING.com will be able to further exceed customer expectations by analyzing interactions companywide to identify trends, anticipate opportunities and adjust processes to meet customer-focused business priorities.

NICE Perform interaction analytics is an enterprise-class offering that is powered by a multi-dimensional solution and incorporates the broadest range of speech technologies and applications. These solutions have been adopted globally by leading enterprises that utilize them to get better insight into the business, address critical operational and strategic challenges and drive performance.

“NICE Perform’s advanced interaction analytics provide us with a unique set of solutions that will enable our management team to track more closely and rapidly the wants and needs of our customers,” said Carrie Kelleher of LENDING.com.

“At LENDING.com we believe customers are relationships. We work hard to give our customers full choice and control over their financial decisions. NICE’s solution will provide us with fresh insights into the real-time requirements and expectations of our customers and help us to respond and adapt quickly to their needs.”

“As one of the fastest-growing financial services companies in the market LENDING.com has developed a unique and highly successful approach to its customers,” said Barak Eilam, VP and General Manager, Interaction Analytics at NICE. “This purchase reflects the strategic added value and competitive market edge that NICE Perform’s advanced interaction analytics solution brings to financial institutions. We are delighted to help LENDING.com stay ahead of the field by giving their team the means to implement sophisticated analyses of interactions between customers and LENDING.com. This, in turn, will allow the company to be highly proactive in providing new and unique solutions for their customers.”

About NICE

NICE Systems (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 www.nice.com .

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Trademark Note: 360° View, Alpha, Customer Feedback, Dispatcher Assessment, Emvolve Performance Manager, Encorder, eNiceLink, Executive Connect, Executive Insight, FAST, FAST alpha blue, FAST alpha silver, Freedom, Freedom Connect, IEX, Interaction Capture Unit, Insight from Interactions, Investigator, Last Message Replay, Mirra, My Universe, NICE, NICE Analyzer, NiceCall, NiceCall Focus, NiceCLS, NICE Inform, NICE Learning, NiceLog, NICE Perform, NiceScreen, NICE Storage Center, NiceTrack, NiceUniverse, NiceUniverse Compact, NiceVision, NiceVision ALTO, NiceVision Harmony, NiceVision Mobile, NiceVision NVSAT, NiceVision PRO, Performix Technologies, Playback Organizer, Renaissance, Scenario Replay, ScreenSense, Tienna, TotalNet, TotalView, Universe, Wordnet 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 owner.*

**in Australia only*

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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