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> Insight from Interactions™



NICE Wins Major Security Project with Order at Over \$5 Million for its IP-based Video Analytics Solutions, for Implementation at Major International City-Center

To provide local police with comprehensive city-center protection and investigation management solutions

Ra'anana, Israel, July 10, 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 that it won a major security project award, receiving an order at over \$5 million for the supply of its advanced IP-based digital video content analytics solutions for implementation at a major international city's police force. NICE was selected to help the city's police forces deter city-center terror and criminal activities, enable surveillance of illegal activities, and provide event and incident investigation and management.

NICE will enable this city's public authorities to enhance security provision at public areas, including public transportation, government buildings and other institutions. The solution will enable the city's command and control centers to enhance public security by simultaneously monitoring multiple sites, with analytic capabilities and automatic alarm management.

NICE's solution, with advanced transmission, recording and content analysis capabilities will deliver real-time alerts on potential threats to security personnel and to the public. The moments leading up to an alert will be automatically replayed allowing staff to intuitively investigate an incident, understand its context and cause and, more importantly, decide what action to take. Such proactive management and assessment of alarms and the correlating potential risk will enable the city's police and other security personnel to anticipate security breaches and improve response time. The result is enhanced safety and security for the region's residents.

"This project reflects the growing need of cities around the world to protect their residents from potential terror and criminal threats," said Israel Livnat, President, Security Group, NICE Systems Ltd. "This win is further evidence that NICE's advanced content analytics along with our superior digital video performance can significantly increase the speed of threat detection and efficiency of corrective action. It also reflects the success of our strategy for large scale multi-million dollar security projects, providing advanced solutions to city-centers, other public authorities and governments all over the world, which are seeking to enhance their capabilities in protecting the public."

About NICE

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™ solutions and value-added services, powered by advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications. NICE's solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in 100 countries, including over 85 of the Fortune 100 companies. More information is available at www.nice.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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