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> **Insight from Interactions™**

NICE Receives a Multi-Million Dollar Order for its IP-based Digital Video Solution with Content Analytics Surveillance for Victoryland Greyhound Racing Facility

To expand NICE environment and enhance monitoring and investigation capabilities while decreasing total cost of ownership

Ra'anana, Israel, March 03, 2008 - NICE Systems Ltd. (NASDAQ: NICE), a leading global provider of advanced solutions that enable organizations to extract Insight from Interactions to drive performance, today announced that Victoryland has placed a multi-million dollar order to expand its NICE environment with NiceVision Net, NICE's end-to-end solution for IP video security with content analytics. The NICE solution will be used to enhance monitoring and investigation capabilities at the facility while decreasing total security cost of ownership. The solution will be implemented together with NICE partner Sport View Technologies, a leading provider of electronic systems integration and solution packages to the Gaming industry.

Based in Shorter, Alabama, US, Victoryland holds live greyhound racing and simulcast greyhound and horse racing from all over the country. The facility is also home to well over 3300 video bingo machines. Video analytics from NICE will enable Victoryland security staff to streamline operations and improve security and safety by monitoring occupancy, the traffic of attendees and eliminating fraud at the facility.

"We selected the NICE solution with its video content analytics to enhance the facilities surveillance capabilities, as well as to be able to provide high quality video evidence of potentially prosecutable activities," said Roman Burchart, Director of Technical Services at Sport View Technologies. "We also expect that leveraging the IP solution will enable us to significantly decrease the cost of the project's installation over a traditional analog solution."

The scalable IP video solution offered by NiceVision Net will provide Victoryland unprecedented reliability, with a high availability architecture that is supported by unique features, such as patent pending Zero Points of Failure encoder redundancy, ensuring non-stop surveillance under any condition for mission critical applications.

"NICE's high-end video surveillance solutions are being selected by more and more private entities seeking to ensure the safety of their customers and to protect their assets." said Shykeh Gordon, President of NICE Vision. "This is also an evidence that NICE is the premier solution for security personnel which are increasingly requiring their digital video surveillance data to be run on IP-based networks and to benefit from the surveillance insights they can gain from advanced analytics."

About Sport View Technologies
Sport View Technologies provides the design, installation, operation and service of technology solutions including commercial audio systems, broadband cable television systems, video conferencing and multimedia solutions, security and video production systems. Each solution is custom designed and installed according to each client's individual needs and budget. Sport View Technologies employs over 150 technicians, with operations in dozens of locations throughout North America and Canada. Sport View's technical staff is available to clients and end-users 24-hours a day, 7-days a week, with telephone and on-site support capabilities. More information is available at http://www.sportviewtechnologies.com.

About NICE Systems
NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by the convergence of advanced analytics of unstructured multimedia content and transactional data – from telephony, web, email, radio, video, and other data sources. 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 http://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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