

PRESS RELEASE

Contact:

Lorraine Neal - Director, Marketing
VoiceGenie Technologies Inc.
(416) 736-6105 Say "Lorraine Neal"
lorraine@voicegenie.com

Scott Boucher - Corporate Communications Manager
Vesta Corporation
(503) 552-3438 VOICE
(503) 790.2525 FAX
scott.boucher@trustvesta.com

FOR IMMEDIATE RELEASE

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VoiceGenie and Vesta Announce Progressive Call Management Voice Solution

Toronto, Canada and Portland, OR. - September 23, 2002. VoiceGenie Technologies Inc., the world's leading provider of VoiceXML Gateway solutions, and Vesta Corporation, an industry leader in stored-value sales and processing services, are working together to provide progressive CRM (Customer Relations Management) services in the prepaid wireless industry.

Today's prepaid wireless market is booming, but simply acquiring new customers is only half the battle. Equally important is the need to consistently improve service offerings to retain existing customers.

In order to ensure value-added capabilities for its clients, Vesta designed and built an extensive suite of applications and solutions to support its wireless and prepaid recharge operations. The resulting infrastructure connects clients with end users through Vesta's proprietary "High Tech-High Touch" offering, minimizing transaction fraud while maximizing customer satisfaction. Uniquely suited to manage CNP (credit card-not-present) transactions, especially those requiring real-time user authentication and immediate delivery of virtual products such as prepaid wireless or prepaid long distance service, Vesta's technology enables a direct, protected, and branded relationship via multiple sales channels (web, voice, web-enabled device, etc.).

By integrating the VoiceGenie VoiceXML Gateway, Vesta was able to improve upon its robust product offerings. Using familiar Web infrastructure and tools and supporting multiple speech and text-to-speech engines, VoiceGenie's Gateway front-ends incoming calls and collects and processes the required customer information.

Should live CSR (customer service representative) intervention be required, the Gateway, coupled with superior CTI (computer telephony integration) technology, transfers the provided information to a CSR, eliminating the need for customers to re-supply information, accelerating the call and enhancing customer satisfaction.

'We are extremely pleased with the feedback we have received from customers on our combined Vesta/VoiceGenie solution,' says Doug Fieldhouse, President and CEO of Vesta Corporation. 'Maximizing customer service and revenues by capturing all valid orders in a timely manner while reducing internal technical and operational resource demands provides us with the competitive advantage we need to be successful in these markets.'

'The partnership between VoiceGenie and Vesta is our latest large-scale VoiceXML deployment,' says Eric Jackson, Vice President of Strategy and Business Development at VoiceGenie. 'We anticipate voice applications in the prepaid wireless industry to increase substantially within the next six months, because of the rapid payback period involved for these applications. Our combined Vesta/VoiceGenie solution is the latest example of how quickly a premises-based VoiceXML solution can be deployed with a faster ROI than legacy IVR or a purely hosted ASP option.'

About VoiceGenie:

VoiceGenie is the worldwide leader in VoiceXML Gateways, Development Environments, and Tools. Each day, deployed VoiceGenie infrastructure answers over one million calls. The VoiceGenie VoiceXML Gateway - first to offer 100% VoiceXML 1.0 and 2.0 compliance and first with support for multiple

speech recognition and text-to-speech engines - allows any phone to access Voice Web applications. It was ranked # 1 hosted VoiceXML Gateway by CT Labs, and given the 2001 Innovation Award by TMC Labs. VoiceGenie's partners comprise leading organizations such as AT&T, BBN, Continental Airlines, HP, Intel, Merck, Nuance, Oracle, Rhetorical, SpeechWorks, Voxeo, and many more. VoiceGenie's over 100 international customers include AT&T, AIG, Eli Lilly, France Telecom, InfoSpace, Mobilkom Austria, Orange, SBC Technology, Verizon, Vesta, Wildfire, Z-Tel, and many more. For additional information, please visit www.voicegenie.com.

About Vesta:

A leader in stored-value solutions, Vesta utilizes proprietary authentication and fraud screening measures in managing our clients' stored-value (prepaid) programs, and provides a secure, privacy assured, recharge solution to their end users. In 2001, Inc magazine ranked Vesta as the 22nd fastest growing privately owned company in America, and Deloitte and Touche ranked it as the 88th fastest growing tech company. Vesta's current clients include AT&T, Sprint, Citibank, MCI and Verizon. Vesta is located in Portland, Oregon, with headquarters in the historic U.S. Bank Building, where fiber optics technology shares space with brass, brick, and marble. For more information on Vesta Corp. visit www.trustvesta.com or email info@trustvesta.com.

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