

# News Release

October 2, 2003

## **Vysym Corporation Appoints Phyllis Meissel as New President and CEO**

Irvine, CA - Vysym Corporation officially announced today that it has appointed Phyllis Meissel as its new President and CEO. Vysym provides advanced speech-enabled IVR software to the financial industry, such as credit unions and banks.

Ms. Meissel co-founded Vysym in 1988 with Steven Meissel (the former President and CEO who was tragically killed in a plane crash last May). With over 20 years of related management experience, Ms. Meissel (no direct relation to Steven) was a logical choice to take over his position. Over the years, Ms. Meissel retained her founding-role interest and involvement in Vysym, and continued to advise the company on business strategy.

During the initial years of the company's growth, Ms. Meissel was VP of Business Development, responsible for all sales and marketing. She spearheaded Vysym's marketing plan to launch its automated voice lending technology in 1989. *TALIS*<sup>™</sup> ("Telephone Application Loan Information System") pioneered the way for other similar automated voice-activated applications, and provided a cost-effective and convenient way for financial institutions to capture more loans and better serve their customers. Ms. Meissel's strategy helped shape Vysym as an industry leader, and generate a nationwide client base of 100s of credit unions and banks using its *TALIS* lending products and services.

"This is a great opportunity with an exciting company", says Ms. Meissel. Since taking over in early June as President and CEO, she has added a national Director of Sales, and the company has installed a major *TALIS* Voice Gateway (TVG) system at Arsenal Federal Credit Union in St. Louis, and upgraded the TVG system at North East Alliance FCU in N.Y. "And, this is just the beginning," said Ms. Meissel.

Ms. Meissel served as consultant to Vysym in the mid-nineties while broadening her career in the technology and financial services sectors. She served as VP of Product Development/Marketing for EXAMCO, Inc., leading a large cross-functional team and managing a "first-of-its-kind" catalogue of web-based corporate certification programs for Fortune 1000 companies, including Prudential, Paine Weber and Merrill Lynch.

Before rejoining Vysym as its Senior VP of Sales earlier this year, Ms. Meissel was a marketing and business development consultant for firms such as Aberdeen (multi-practice IT strategic marketing group) and William George Associates (a PMPR training company). She believes that these experiences will help her lead the company into its next phase of expansion.

"Vysym is well-positioned for growth", she said, and added that the company was financially sound with a good reputation. "The company was well managed". Ms. Meissel further noted that all of the staff had remained with the company for many years.

As for its future plans, Ms. Meissel said that Vysym would continue to offer voice banking, voice lending, voice vehicle pricing, and other automated voice-activated financial services and communications capabilities through its *TALIS* Voice Gateway system. "We are committed to innovation, quality and service." She added that the company had several new product features and enhancements that would roll out by the end of 2003. She also indicated that Vysym is exploring certain strategic alliances with other companies to strengthen its market position.

Vysym Corporation, based in Irvine, California, provides advanced voice, communication and integrated transaction processing solutions for the financial services industry. The Company pioneered the industry's first automated telephone lending process in 1989, and subsequently introduced the industry's first touch-tone and voice-automated car book valuation program, and same-call automated loan approval services. Today, Vysym serves small and large financial services companies throughout the United States and works with other leading industry vendors to deliver high quality, technology-based business solutions targeted to customers' strategic objectives. For additional information about Vysym or *TALIS*, visit [www.vysym.com](http://www.vysym.com) or call Marketing Services at 800-825-4493.