

The “Outrageous Interactions” Promotion from Interactive Intelligence®

OFFICIAL PROMOTION RULES

NO PURCHASE NECESSARY

The “Outrageous Interactions” Promotion is intended to acknowledge the sometimes uncommon nature of customer interactions in the call center, and encourages call center agents and managers (“Entrants”) worldwide to share their story, in their own words, of an unusual customer interaction they’ve handled via phone call, voice mail, email, letter, or web chat. Persons (“Referral Entrants”) also may enter the Promotion by referring the story of another agent or manager and an unusual interaction that person has handled. The winning “Outrageous Interactions” submission will be posted publicly on www.inin.com and www.TMCnet.com, and may be promoted through press releases, printed and online collateral, and other marketing media relations activities.

Winning Entrant or Referral Entrant prize. The winning Entrant will receive a 5-day/4-night trip for two to Hawaii, to include round-trip airfare to and hotel accommodations on the Hawaiian island of their choice. Referral Entrants submitting the interaction story of another agent or manager will win \$500 if their submission is selected as the winning entry; the agent or manager whose interaction is documented by the winning Referral Entrant will receive the 5-day/4-night Hawaii trip for two. Only one Entrant or Referral Entrant will be selected.

Promotion ends August 31, 2008 (11:59pm EDT). Winning Entrant to be announced in September 2008.

By entering, you (the “Entrant” or “Referral Entrant”) agree to the following terms of the “Outrageous Interactions” Promotion sponsored by Interactive Intelligence Inc. (“Organizing Sponsor”). This Promotion is being conducted on an international basis and is open to persons in all countries.

ENTRANTS MUST BE AT LEAST 18 YEARS OF AGE. All Entrant or Referral Entrant information must be valid to qualify. Void where prohibited by law.

TRIP MUST BE SCHEDULED AND COMPLETED BY DECEMBER 31, 2009. Organizing Sponsor will pay up to \$1,000 per person for round-trip airfare to and from selected Hawaii destination, up to \$250 per person per night for hotel accommodations (one room, double occupancy), and will assist with initial travel and hotel arrangements. Winning Entrant (or agent or manager referenced by winning Referral Entrant) must pay all other expenses incurred during actual stay in Hawaii, including ground transportation, meals, tours, events, state and local taxes, etc. (See more in AWARDS/PRIZES.)

Organizing Sponsor reserves the right to amend the following Promotion guidelines should circumstances require. (See more in GENERAL RULES.) ©2008 Interactive Intelligence Inc. All rights reserved.

1. THE PROMOTION: The “Outrageous Interactions” Promotion encourages call center agents and managers worldwide to share their most peculiar stories involving a customer interaction via phone call, voice mail, email, letter, or web chat. Entrants and Referral Entrants may submit as

many entries as they like prior to the Promotion deadline of August 31, 2008. All entries must be original, true and verifiable to win. Organizing Sponsor reserves the right to disqualify any Entrant or Referral Entrant who fraudulently enters a falsified or untrue submission.

All story submissions must be written in English and be free of vulgarity and offensive material, i.e., written in "good taste." Submissions entered via email or postal mail must be no more than 500 words; submissions entered via the Promotion web site are limited to 1,000 characters.

Organizing Sponsor further reserves the right to declare any entry invalid that fails to meet these guidelines. (See more in GENERAL RULES.)

2. **THREE WAYS TO ENTER:** Entries may be submitted beginning January 21, 2008. Promotion deadline for submitting entries is August 31, 2008. Entrants and Referral Entrants may submit as many entries as desired throughout the Promotion period. Should multiple Entrants or Referral Entrants submit the same story, only the first Entrant or Referral Entrant to submit the story will be considered eligible.

- a. **VIA EMAIL:** Email your entry to: outrageousinteractions@inin.com. All emailed entries must be received by August 31, 2008, 12:00 p.m. PST (Pacific Standard Time, U.S.).
- b. **VIA THE PROMOTION WEB SITE:** Send your entry via the automated submission form at: www.outrageousinteractions.com. All online entries must be received by August 31, 2008, 12:00 p.m. PST (Pacific Standard Time, U.S.).
- c. **VIA POSTAL MAIL:** Written submissions must be no more than one page and 500 words, and typewritten on a clean white sheet of paper. Mail your entry to:

Outrageous Interactions
Interactive Intelligence, Marketing Services
7601 Interactive Way
Indianapolis, IN 46278 USA

All postal mail entries must be postmarked by August 31, 2008. Organizing Sponsor is not responsible for lost, late, illegible, incomplete, misdirected, or damaged entries submitted via postal mail, or for postage due on any entry submitted via postal mail.

- d. **CONTACT INFORMATION REQUIRED:** All "Outrageous Interactions" Promotion entries submitted online, via email or postal mail must include the Entrant's or Referral Entrant's name, company name, telephone number, street address, and a valid email address.
3. **ELIGIBILITY:** The "Outrageous Interactions" Promotion is being conducted on an international basis and is open to call center agents and managers (Entrants) worldwide, as well as to Referral Entrants wishing to submit their story about another agent or manager and the unusual interaction that person was involved in. Entrants must be able to prove their employment as a call center agent or manager to qualify. All U.S. national, federal, state and local laws and regulations apply. This Promotion Agreement is subject to, and governed by, the laws of the State of Indiana, USA, location of the Interactive Intelligence Inc. World Headquarters. Before receipt of the Promotion's giveaway prize, Organizing Sponsor will require the winning Entrant or Referral Entrant to execute and notarize an Affidavit of Eligibility, a Release of Liability and,

where lawful, a Publicity Release (see next section). Employees, officers, directors, agents, representatives, or the immediate family members (spouse, children, siblings, parents and their respective spouses) of persons employed by Interactive Intelligence Inc. or affiliated vendors, Partners, Resellers and Referral Agents are not eligible to enter, participate or win.

4. **ENTRIES BECOME THE PROPERTY OF INTERACTIVE INTELLIGENCE:** All entries (written submissions) to the “Outrageous Interactions” Promotion become the property of Interactive Intelligence Inc. (Organizing Sponsor). The winning entry will be posted publicly on www.inin.com and on www.TMCnet.com once the winning Entrant or Referral Entrant has been notified. For all entries, Organizing Sponsor retains the right to additionally use all written submissions for the purpose of publication, sales, marketing, public relations and other promotions. No entries or associated materials will be returned to the Entrants or Referral Entrants who submit them. Winning Entrant or Referral Entrant further agrees to lend his/her name/likeness to Organizing Sponsor as requested for publicity for at least 180 days following the announcement of winning Entrant or Referral Entrant.
5. **JUDGING:** The winning Entrant or Referral Entrant submission will be selected by a panel of call center industry with the contributions of the general public via an online voting site. Experts include Dr. Don Brown, president and CEO of Interactive Intelligence; Rich Tehrani, president and publisher of TMC; Nancy Jamison, Principal Analyst of JAMISON Consulting; Art Rosenberg, Principal Analyst & Syndicated Columnist of The Unified-View; Blair Pleasant, President & Principal Analyst of COMMfusion LLC; Claudia Hathway, editor of CCF and eCCF Magazine; and Ginger Conlon, Editor-in-Chief of 1to1 Magazine. Panel may be subject to change based on availability of judges. The panel’s decisions on all matters relating to this Promotion, including selecting the winning submission, disqualifying fraudulent entries, etc., will be considered final. The winning submission will be determined based on: originality and creativity (50 percent), appropriateness of story to “Outrageous Interactions” Promotion theme (35 percent), and sincerity of story (15 percent). In the event of a tie based on these scoring criteria, the winning Entrant or Referral Entrant will be determined based on the highest score for originality and creativity of story. Only one winning Entrant or Referral Entrant will be selected.
6. **WINNING SUBMISSION MUST BE ORIGINAL:** The winning submission must be original, true and verifiable. Winning Entrant or Referral Entrant will be required to complete an affidavit certifying that his or her story has not been fictionalized, previously published or awarded a prize or award prior to this Promotion, and that he or she has strictly abided by these Official Promotion Rules. (See more in GENERAL RULES.)
7. **AWARDS/PRIZES and APPROXIMATE DISBURSEMENTS:**
 - a. **Winner (Entrant):** The winning Entrant (or agent or manager documented by winning Referral Entrant) will receive a 5-day/4-night trip for two to the Hawaiian island and hotel of their choice. Trip must be scheduled and completed by December 31, 2009. Organizing Sponsor will pay up to \$1,000 per person for round-trip airfare to and from selected destination and up to \$250 per person per night for hotel accommodations

(one room, double occupancy). Prize includes complementary airport shuttle to and from hotel in Hawaii. Organizing Sponsor will assist with initial travel and hotel arrangements. Winning Entrant (or agent or manager submitted by winning Referral Entrant) must pay all other expenses incurred during actual stay, including ground transportation, meals, tours, events, state and local taxes, etc. Should the winning Entrant reside within 50 miles of his or her selected Hawaiian destination, Organizing Sponsor will provide alternate transportation in lieu of round-trip air transportation, and will award the remainder of the of \$1,000 per-person airfare allowance as a financial prize award in the form of a check. No other financial aspects or disbursement amounts of this Promotion may be negotiated with the Organizing Sponsor. Winning Entrant traveler and guest must possess required travel documents (valid photo ID, passport, etc. if required) prior to departure and must agree to depart and return on dates determined by winning Entrant and agreed to by the Organizing Sponsor, prior to December 31, 2009.

- b. Winner (Referral Entrant): Should a Referral Entrant submit the winning entry, Referral Entrant will receive a check in the amount of \$500 and will be bound to all Official Promotion Rules for his or her submission entry. The call center agent or manager referenced in the winning Referral Entrant submission will be awarded the 5-day/4-night trip to Hawaii, including all disbursement amounts for airfare and hotel accommodations noted in the previous section, and must pay all other expenses incurred during actual stay, including ground transportation, meals, tours, events, state and local taxes, etc.
8. **GENERAL RULES:** The “Outrageous Interactions” Promotion is being conducted on an international basis and is open to persons in all countries. All U.S. national, federal, state and local laws and regulations apply. This Promotion Agreement is subject to, and governed by, the laws of the State of Indiana, USA, location of the Interactive Intelligence Inc. World Headquarters. Only one winning Entrant or Referral Entrant will be selected. Should multiple Entrants or Referral Entrants submit the same story, only the first Entrant or Referral Entrant to submit the story will be considered eligible. The winning Entrant or Referral Entrant must be at least 18 years of age and will be required to complete affidavits both of Promotion eligibility and the originality of their submitted “Outrageous Interactions” entry. Winning Entrant or Referral Entrant will also be required to execute and notarize an Affidavit of Eligibility and complete a Release of Liability, Prize Acceptance Form and, if legally permissible, a Publicity Release. All legal documents must be completed and returned within 10 days of attempted delivery of same. Noncompliance within this time period or the return of any prize/prize notification as undeliverable will result in disqualification and an alternate winning Entrant or Referral Entrant will be selected. Traveling companion (or parent/legal guardian if traveling companion is a minor) must also complete and return a Release of Liability. “Outrageous Interactions” entry submissions cannot contain profanities or obscenities (submissions must be suitable for presentation in a public forum, in sole determination of judges and Organizing Sponsor) and must not in any way disparage persons or organizations associated with Interactive Intelligence

Inc., its affiliated vendors, Partners, Resellers and Referral Agents and/or advertising and promotion agencies. Organizing Sponsor and judges reserve the right in their discretion to disqualify any entry that, in their sole opinion, refers, depicts or in any way reflects negatively upon the Organizing Sponsor, the Promotion or any other person or entity, or that does not comply with these requirements or all Official Promotion Rules. All material submitted becomes the sole property of Organizing Sponsor for the purpose of publication, sales, marketing, public relations and other promotions. No entry submissions will be returned. Organizing Sponsor and judges reserve the right to reproduce the submissions in full, or to edit and enhance the submissions at their discretion. Organizing Sponsor is authorized to use submissions as they choose without compensation to Entrants, including usage in advertising. Winning Entrant traveler and guest must possess required travel documents (valid photo ID, passport, etc. if required) prior to departure and must agree to depart and return on dates determined by winning Entrant and agreed to by the Organizing Sponsor. Trip must be scheduled and completed by December 31, 2009. If winning Entrant's guest is a minor under the age of 18, winning Entrant must be the guest's parent or legal guardian. No substitution or transfer of prize by winning Entrant permitted. Should the winning Entrant reside within 50 miles of his or her selected Hawaiian destination, Organizing Sponsor will provide alternate transportation in lieu of round-trip air transportation, and will award the remainder of the of \$1,000 per-person airfare allowance as a financial prize award in the form of a check. Organizing Sponsor also reserves the right to substitute prize or any portion thereof of equal or greater value due to circumstances beyond their control. Winning Entrant (or agent or manager submitted by winning Referral Entrant) must pay all other expenses incurred during actual stay in Hawaii, including ground transportation, meals, tours, events, state and local taxes, etc. By accepting prize, winning Entrant agrees to hold the Organizing Sponsor, its directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winning Entrant assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Promotion or use or redemption of any prize. Acceptance of prize constitutes permission to the Organizing Sponsor and its agencies to use winning Entrants' name, photo and entry submission for the purposes of sales, marketing, advertising and other promotional purposes without further compensation, unless prohibited by law, including naming the winning Entrant in printed materials, on company or affiliate web sites or any other media. Winning Entrant agrees to release, discharge and hold harmless the Organizing Sponsor, its directors, officers, employees and assigns, harmless from and against any and all liability and damages. By participating in this Promotion, all entrants agree to be bound by these Official Promotion Rules and the decision of the judges, which is final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of these Official Promotion Rules, the Official Promotion Rules shall prevail, govern and control. Organizing Sponsor is not responsible for any typographical or other errors in the printing, the offering or the announcement of the prizes or in the administration of this Promotion. In no event will more than one prize be awarded. The

“Outrageous Interactions” Promotion will officially close August 31, 2008 to allow time for judging, verification and notification.

9. **WINNING ENTRANT:** The name of the winning Entrant or Referral Entrant will be made available in September 2008. Visit www.inin.com or www.tmcnet.com, or send a stamped, self-addressed, #10 envelope to: Outrageous Interactions Winner, Marketing Services, Interactive Intelligence, 7601 Interactive Way, Indianapolis, IN 46278, USA.
10. **ORGANIZING SPONSOR:** Interactive Intelligence Inc., 7601 Interactive Way, Indianapolis, Indiana, 46278, USA.

NOTICE TO ALL ENTRANTS: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF U.S. CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, ORGANIZING SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY U.S. LAW.

Organizing Sponsor is not responsible for faulty, incorrect or mistranscribed email transmissions or written submission entries sent via postal mail; incorrect announcements of any kind; technical hardware or software failures of any kind, including injury or damage to any Entrant's computer related to or resulting from participating in or experiencing any materials in connection with this Promotion; lost or unavailable network connections; or failed, incomplete, garbled or delayed computer transmissions that may limit an Entrant's ability to participate in the Promotion. Organizing Sponsor reserves the right to modify or terminate the Promotion if fraud, misconduct or technical failures destroy the integrity of the www.outrageousinteractions.com Promotion web site; or if a computer virus, bug, or other technical problem corrupts the administration or security of the site as determined by Organizing Sponsor and judges, in their sole discretion. In the event of termination of the Promotion prior to its scheduled August 31, 2008 end date, a notice will be posted online at www.outrageousinteractions.com, and at www.inin.com and www.tmcnet.com, and all eligible email, postal mail and online entries received prior to the Promotion's termination will be included in the judging. Any damage made to the www.outrageousinteractions.com site by an Entrant will be the responsibility of the authorized email account holder of the email address submitted at the time of Promotion entry. Proof of submitting entries will not be deemed to be proof of receipt by Organizing Sponsor. Any use of robotic, automatic, programmed or the like methods of participation will void all such submissions by such methods. Organizing Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the account holder fails to comply with any requirement of participation as stated herein or with any provision in these Official Promotion Rules.

VOID WHERE PROHIBITED BY LAW. By entering you affirm that you have read and understand these Official Rules of the Interactive Intelligence “Outrageous Interactions” Promotion and fully and unconditionally accept and agree to be bound by these Official Rules and all decisions of the Organizing Sponsor. By entering, you also unconditionally agree to waive any right to claim ambiguity or error in these Official Rules or in the Promotion itself.



INTERACTIVE INTELLIGENCE
Deliberately Innovative

OFFICIAL PROMOTION RULES