

July 28, 2014

Five9 to Lead Discussion Panels on Strategy and Best Practices for Mobile Customer Care and Content Marketing at ITEXPO

Social and Mobile Customer Care Expert Lance Fried to Speak on Two Panels at ITEXPO and Lead Discussion Session at CCNG

SAN RAMON, Calif., July 28, 2014 (GLOBE NEWSWIRE) -- Five9, Inc. (Nasdaq:FIVN), a leading provider of cloud contact center software, will be exhibiting and speaking at TMC's ITEXPO, August 11-14, 2014 at The Rio Las Vegas. Lance Fried, senior vice president of social and mobile at Five9, will be speaking on two thought leadership panels during the event, including the keynote panel on August 14.

[TWEET THIS](#): Join @Five9 SVP Lance Fried 8/11-14 @ITEXPO for #mobile #custcare & content marketing panels.

Fried will join presenters from Genesys, SMSGate and Mobiquity on the August 11 panel, "Best Practices for Integrating Mobile into Customer Service." The panel will discuss best practices for integrating mobility into the customer service environment in order to ensure mobile users have a positive impact on the bottom line. Fried will also be speaking on the keynote panel on August 14, which will focus on content marketing - marketing tactics, and the role of branding in addressing today's marketing challenges.

Additionally, Five9 will showcase key features of the Five9 cloud contact center solution at booth #337. Attendees who stop by the booth during expo hall hours will have the opportunity to enter a raffle for a Jawbone Jambox.

Who: Lance Fried, senior vice president of social and mobile at Five9

What: Best Practices for Integrating Mobile into Customer Service
Content Marketing Keynote Panel Discussion

When: Monday, August 11, 2014; 4:30 p.m. PDT
Thursday August 14, 2014; 8:00 a.m. PDT

Where: The Rio Las Vegas, Booth 337

CCNG Contact Center Executive Summit, August 4-5

As a note-worthy speaker and expert in social and mobile customer care, Fried will also be a key presenter at the CCNG Contact Center Executive Summit on August 4-5 in Fort Worth, Texas. CCNG brings together contact center industry leaders to share strategies and best practices. Fried will be leading a session on developing social strategies for creating great customer experiences.

About Five9

Five9 is a leading provider of cloud contact center software, bringing the power of the cloud to thousands of customers and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, delivering software to help organizations of every size transition from premise-based software to the cloud. With its extensive expertise, technology, and ecosystem of partners, Five9 delivers secure, reliable, scalable cloud contact center software to help businesses create exceptional customer experiences, increase agent productivity and deliver tangible results. For more information visit www.five9.com.

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