

# RIGHT NOW

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## FOR IMMEDIATE RELEASE

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### **RIGHTNOW SIGNS INOK SYSTEMS AS RESELLER PARTNER FOR SOUTHEAST ASIA**

#### **Agreement Provides Regional Customers with Value-Added Services And Local Support**

**[Sydney, Australia] (July 22, 2005)**—RightNow<sup>®</sup> Technologies (NASDAQ: RNOW), a leading provider of on demand CRM software solutions, today announced the signing of Singapore-based Inok Systems as a reseller partner for Southeast Asia. This new partnership agreement provides RightNow customers in the region with a local resource for value-added integration and implementation services, as well as pre- and post-sales support.

Inok Systems provides proven, best-of-breed technology solutions to corporate clients that enable them to fulfill their requirements for CRM, telephony, online collaboration, and eLearning. Founded in 2000, Inok's clients include Canon Engineering, Housing Development Board of Singapore, and Ingersoll Rand.

“Inok Systems gives RightNow another very strong presence in a geographic market that has tremendous growth potential for CRM,” Alison Higgins-Miller, RightNow's managing director for the Asia-Pacific region, said. “Their technical skills and clear understanding of CRM best practices make them an ideal resource for companies in the

area that are seeking to optimize both the effectiveness and the cost-efficiency of their customer-facing business processes.”

Inok Systems chose to partner with RightNow after evaluating available CRM technology solutions and leading global CRM vendors.

“The robust functionality of RightNow’s solutions, combined with the compelling value offered by its on demand delivery model, make it the ideal vendor partner for us as we help our customers maximize their business performance with CRM technology,” Waqas Hasan, sales manager at Inok Systems, said. “RightNow’s architecture – which supports a unified view of the customer across sales, marketing and service – is particularly attractive to companies pursuing the significant competitive advantages that result from the implementation of CRM best practices.”

RightNow CRM solutions support Korean, Cantonese, Mandarin, and simplified dialects of Chinese, as well as Japanese and thirteen other languages.

#### **About RightNow Technologies, Inc.**

RightNow (NASDAQ: RNOW) provides organizations with industry-leading on demand CRM solutions to build customer-focused businesses. RightNow’s acclaimed technology, comprehensive services and commitment to customer success deliver high returns on investment for its customers. More than 1,200 organizations worldwide use RightNow solutions including British Airways, British Telecom, Cisco Systems, Continental Tire North America, John Deere, Nikon and the Social Security Administration. Founded in 1997, RightNow is headquartered in Bozeman, Montana, with additional offices in North America, Europe and Asia. For further information, please visit [www.rightnow.com](http://www.rightnow.com).

RightNow is a registered trademark of RightNow Technologies, Inc. NASDAQ is a registered trademark of the NASDAQ Stock Market.

#### **Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995**

All statements included in this press release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs, and certain assumptions made by us, all of which are subject to change. Forward-looking statements can often be identified by words such as “anticipates,” “expects,” “intends,” “plans,” “predicts,” “believes,” “seeks,” “estimates,” “may,” “will,” “should,” “would,” “could,” “potential,” “continue,” “ongoing,” similar expressions, and variations or negatives of these words. These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement.

The risks and uncertainties referred to above include, but are not limited to, risks associated with our business model, our past operating losses, possible fluctuations in our operating results and our rate of growth, interruptions or delays in our hosting operations, breaches of our security measures, our ability to expand, retain and motivate our employees and manage our growth, and our plans for new product releases. Further information on potential factors that could affect our financial results is included in our annual report on Form 10K, and in our other reports on Form 10Q and Form 8K filed with the Securities and Exchange Commission. The forward-looking statements in this release speak only as of the date they are made. We undertake no obligation to revise or update publicly any forward-looking statement for any reason.