

For Immediate Release

UCN CLOSSES ON THE ACQUISITION OF ECHO SOLUTIONS A DIVISION OF BENCHMARKPORTAL

Commerce Capital Group Serves as Exclusive Financial Advisor to BenchmarkPortal, Inc.

SANTA MARIA, CA (February 13, 2007) – UCN, Inc. (OTCBB:UCNN), the leading provider of all-in-one, off-premises contact handling technology services delivered over the UCN VoIP network, today announced it closed on the agreement to acquire a leading hosted call center survey and analysis business, operated under the name of Echo™ by Benchmark Portal. Commerce Capital Group served as the exclusive financial advisor to Benchmark Portal.

Echo is a customer satisfaction and quality monitoring and measurement system, with Web-based management reporting tools that enable call centers to collect and leverage the voice of the customer and track performance down to the agent level. The Echo business includes a customer base of 23 companies, of which more than half are Fortune 500 companies.

“The primary excitement for me in this acquisition is the UCN business model, namely its off-premise and on-demand contact center technology solutions.” said Dr. Jon Anton, founder and director of Benchmark Portal. “This product solves one of the primary challenges for contact center executives, and that is how to add mission-critical technology that substantially enhances contact center performance while reducing operational cost without using precious corporate capital.”

Said Paul Jarman, UCN CEO: “With this announcement, combined with our intended purchase of ScheduleQ, UCN enters the fast growing \$1 billion workforce optimization market. We become the first on-demand provider to offer unified technology for contact distribution and workforce optimization, enabling us to address the majority of the \$5.4 billion market.”

Commerce Capital Group (CCG) is a private investment banking firm, specializing in providing mergers and acquisitions (M&A) and capital raising advisory services for mid-sized companies in the Infrastructure Services, Telecommunications and Technology sectors. CCG has specialized in M&A advisory services including exclusive sales and divestitures, management buyouts, strategic acquisition searches, and debt and equity private placements. For additional information, visit CCG’s website, www.ccgbank.com.

Echo by BenchmarkPortal is a provider of leading agent monitoring and customer satisfaction measurement software and services for the contact center sector. The ECHO™ software system allows contact centers to achieve three primary objectives, including: a) reducing costs by enhancing agent effectiveness, b) measuring customer satisfaction and agent performance, and c) enabling highly effective customer recovery. To learn more about ECHO™ visit www.echoinformation.com.

UCN (OTCBB: UCNN) is the leading provider of all-in-one, off-premises contact handling services that improve the customer contact experience and the productivity of those handling the contacts. InContact® includes an integrated suite of core contact handling applications, including contact routing, interactive menus, database integration, automated surveys, reporting, monitoring, recording, administration and workforce management applications. InControl™ is a unique, rapid application development tool that enables inContact customers to develop highly flexible, customized business contact handling processes in record time. To learn more about UCN visit www.ucn.net.

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