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**blueC and partner Keal Technology
win prestigious Insurance Canada Technology Award**

***blueButler iDR and sigXP Integration receives ICTA Award for
New Technology Benefitting Canadian Insurance Brokers***

TORONTO, Ontario, Canada — April 23, 2010 — Software developer blueC 802 Inc together with partner Keal Technology, software provider for Canadian insurance brokers, announces they are the recipient of the Insurance Canada Technology Award (ICTA) for Best in Class solution provider. The award was presented at the 2010 P&C Insurance Technology Conference in Toronto, February 22. The ICTA recognizes the benefits brokers realize by utilizing the integration between blueC's intelligent phone call recording software, blueButler iDR and Keal's Broker Management System (BMS), sigXP.

According to Insurance-Canada.ca principal Doug Grant, the awards were developed to celebrate organizations that successfully realize the benefits of technology in improving service, reducing costs, and increasing productivity for insurance professionals. "Insurance is a transaction and paper intensive business that can be positively impacted by the intelligent application of technology," says Grant. "We want to acknowledge organizations that invest in solutions for the benefit of their customers, employees, and shareholders."

Recording phone calls within the insurance industry is now considered standard industry practice, as today's technology revolutionizes the business benefits of recording calls. After implementing a secure call recording system integrated with the BMS, brokerages can:

- lower their E&O exposure,
- automate compliance tracking,
- enhance customer service with better quality control and,
- book revenue over the phone using audio signatures.

Bob Casselli, President and CEO, blueC 802 commented, "blueC's focus is to use state-of-the-art voice management technology to add critical value to the insurance broker business by affordable, practical means. Insurance broker business processes that involve voice communications are driven to increase revenue and reduce expenses in ways not achievable until now with the affordable, user-friendly, seamless blueButler and sigXP integrated call management and recording solution. The ICTA reflects this accomplishment. blueC is excited to be working with Keal on this innovative solution and very pleased with the rapid rate at which the solution is being adopted by the broker community."

"Receiving the ICTA for the sigXP and blueButler integration was an honor! Keal's only focus is strengthening Canadian brokers, and being recognized by Insurance-Canada.ca applauds our vision and efforts," said Pat Durepos, President, Keal. "The sigXP and blueButler integration gives brokers the same technology banks and direct writers have used for years to erode brokers' market share. Now a broker can exploit the benefits associated with a call centre environment married with the enhanced personal service brokers provide. We will continue to work with blueC's team to expand the integration to increasingly leverage the benefits for Canadian brokers."

About blueC 802 Inc.

blueC 802 Inc specializes in enterprise Digital, VoIP and Mobile Call Recording software and Workforce Optimization solutions. We focus on providing highly innovative and unique solutions that help our customers grow their business and are committed to providing the professional care and short-term return on investment that today's world-class organizations demand. An investment in blueButler is an investment in the future. We base our R&D on customer feedback and evolving market requirements and we build the new capabilities into our underlying blueButler platform so that every blueButler customer

can benefit from the enhancements. We have select channel partners who represent our product throughout North America, Asia Pacific and many countries worldwide. For further information, please email us at info@bluec802.com or call (519) 880-0741.

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