



NEWS RELEASE

FOR IMMEDIATE RELEASE

CSG Systems Delivers New Sales and Customer Service Innovations to Atlantic Broadband *Product Catalog and Offer Management Tools to Improve Creation and Packaging of Promotional Offers*

ENGLEWOOD, Colo. (Aug. 3, 2010) — [CSG Systems International, Inc. \(NASDAQ:CSGS\)](#), a leading provider of [customer interaction management](#) and billing solutions, today announced that [Atlantic Broadband](#), the nation's 15th largest cable provider, has deployed the company's [Product Catalog and Offer Management solutions](#).

CSG's Product Catalog and Offer Management capabilities are designed to provide cable service providers with intuitive tools that enable them to quickly introduce new product bundles, target promotional offers based on customer attributes, improve sales effectiveness and reduce call center handling times.

By leveraging both product catalog and offer management capabilities, Atlantic Broadband can now improve how services are created, packaged, priced, and offered to customers via any channel – from the call center to the web to text and phone.

As more advanced communication services become available, each with unique pricing, promotions and features, the complexity of the design and selling processes greatly increases. Atlantic Broadband will leverage these two CSG solutions to enable their customer service team to intuitively manage the introduction and selling of new products and bundles, while improving call center efficiencies.

“Atlantic Broadband has set key goals for our use of these solutions, including having an easier way to manage product and pricing relationships, creating a better way for call center agents to quickly identify the best service bundles to offer customers and providing a better way for marketing teams to create offers that will be compelling to customers,” said David Isenberg, senior vice president, products and business development, Atlantic Broadband. “Working with CSG we have met these goals and have already begun to see positive results in our operations.”

“Working together, these solutions address a key challenge that reaches from product design to marketing to customer service – how to quickly design, offer, price and sell the right product, to each unique customer,” said Sean Brown, senior vice president of Product Management, CSG Systems. “Clients such as Atlantic Broadband can increase sales and reduce operating costs while delivering a better customer experience. These solutions can have a significant, positive impact on a service provider’s business.”

CSG worked closely with Atlantic Broadband to ensure that its product catalog capabilities will streamline all product and service information into a simple, unified product catalog, making it easier for marketers to create and design attractive bundles relative to specific customer segments. The product catalog capabilities will allow Atlantic Broadband to dynamically customize products and promotional offers to quickly meet changing business needs.

CSG’s offer management capabilities, leveraging the information and intelligence native to the product catalog, help call center agents improve the selling process by delivering the ability for them to clearly and quickly understand the key components of a service offer including special pricing and delivery requirements. Additionally, these offer management capabilities allow agents to up-sell and cross-sell targeted bundle offers based on any number of customer profile attributes, including purchasing patterns, demographics, and credit history.

More information on these solutions is available at:
http://www.csgsystems.com/CSG_Content.aspx?L1=3&L2=8&L3=21

About Atlantic Broadband

Atlantic Broadband serves more than 150,000 customers in central and northern Pennsylvania. Its regional headquarters are in Johnstown, with additional customer service and technical support facilities in Altoona. It has local offices in Uniontown and Bradford.

Atlantic Broadband is the 15th largest cable operator in the United States. The privately held company is headquartered in Quincy, Massachusetts, with over 700 employees and 286,000 customers located in four operating regions: central Pennsylvania, Miami Beach, Maryland/Delaware, and Aiken, SC. Additional information is available at www.atlanticbb.com.

About CSG Systems

Headquartered in Englewood, Colorado, CSG Systems International, Inc. (NASDAQ: CSGS) is a customer interaction management company that provides software- and services-based solutions that help clients engage and transact with their customers. With a 25-year heritage in providing customer management and billing solutions to North American cable and direct broadcast satellite companies, CSG has broadened its customer interaction management capabilities to proudly serve this client base as well as new, highly competitive industries including financial services, healthcare, utilities and more. Today, CSG's solutions reach more than half of all US households each month and manage over \$36 billion in transactions annually on its clients' behalf. For more information, visit our website at www.csgsystems.com.

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