



**FOR IMMEDIATE RELEASE
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**AL RIES, E-BRANDING AND GLOBAL MARKETING GURU TO KICK-OFF DESKTOP SPEAKERS,
A SERIES OF ONLINE SEMINARS POWERED BY GENESYS CONFERENCING**

Montpellier, France – February 15, 2002 - Genesys Conferencing (Euronext: 3955) (Nasdaq: GNSY), the world's leading conferencing specialist today announced the first issue of **Desktop Speakers**, a series of virtual seminars that will take place every 6 weeks on the Internet.

Al Ries, global marketing expert to kick off the first issue of February 21

Al Ries, marketing strategist and distinguish author of such best-selling books as *Positioning: the Battle for Your Mind*, *Marketing Warfare* and *The 22 Immutable Laws of Marketing* will share his insights and discuss strategies designed to push brands through the noise of the Internet. The event will take place on February 21, 2002 at 18:00 CET.

Genesys Conferencing VP Group Marketing Denise Axelsson said: "Al Ries is an inspirational marketer who is the ideal choice to kick off Genesys Conferencing Desktop Speakers series. We are providing a top class event for business executives who won't even have to leave their PC to join in. It should be a fascinating session."

To join the seminar, attendees simply have to register at www.genesys.com under "desktop speakers". A direct URL link will then be sent to participants via email 1 business day prior to the live event. They will have to click on this link a few minutes before the scheduled start time of each session. The Webcast will be followed by an interactive, Q&A session.

About Genesys Conferencing Desktop Speakers

Business executives seeking inspiration or wanting to learn from other talents can have their own personal tutorial from well-known consultants, specialists, authors and strategists from selected industries business marketing, investor relations, medical sector....

Unlike 'traditional' seminars where attendees may use valuable time travelling to the event, they need only to register at the Genesys website www.genesys.com to access the seminar. Attendees will then be able to interact in real-time as easily as during a live in-person seminar. However, like 'traditional' seminars, participants will have the opportunity to ask questions and gain feedback from the chair person.

Desktop Speakers is powered by one of the webstreaming services of Genesys Conferencing, EventStream. Based on the rich media technology, EventStream leverages on a powerful interface that enables the real time synchronization of audio with slides and interactive modules. In that way, conferences or events, which can be transmitted live or recorded, reach any multimedia computer in the same condition as when performed.

About Genesys Conferencing

Founded in 1986, Genesys Conferencing is a global communications specialist, providing practical and innovative real-time collaborative and managed event services to over 17,000 clients worldwide. Working in a rapidly growing market and enjoying unique worldwide coverage as a result of its geographic expansion policy, Genesys Conferencing has established its advanced technology in 18 countries throughout Europe, Asia Pacific and the United States. Genesys Conferencing's ordinary shares are listed on the Nouveau Marché in Paris (Euronext: 3955) and its ADSs are listed on the Nasdaq National Stock Market (Nasdaq: GNSY). Euronext: 3955 - Nasdaq: GNSY - Reuters: GNSY LP - Bloomberg: GENE LP www.genesys.com

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