

FOR IMMEDIATE RELEASE
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**ETI Appoints Directors of Operation in Nacogdoches,
Texas and Gujarat, India**

Effective Teleservices, Inc (ETI) announced the appointment of Ray Levitzki and Jim Iyoob as Directors of Operations. Matt Rocco, Vice President of Operations for ETI stated, "ETI's continued domestic and international growth has created a need for senior level leaders who will be instrumental in ensuring that ETI remains focused on the disciplines that have enabled our past successes. We are extremely grateful to have such dynamic leaders as Jim Iyoob and Ray Levitzki."

Rocco stated that "The number of ETI team members has increased from just over 800 team members in December of 2003 to over 1,300 team members as of April 1st. This kind of growth is not manageable without dedicated and talented leaders such as Jimmy and Ray. We are very fortunate to have access to the available talent pool that East Texas and Gujarat, India provides. We will continue to grow where the labor markets dictate."

Ray Levitzki has been named Director of Operations -- Nacogdoches. In this role he is responsible for directing the teams located in Nacogdoches and facilitating the profitable development of this business. Ray will be working with Marc Golden, Associate Director of Operations.

Ray has been serving as Associate Director of Operations in Lufkin where he has successfully managed teams of up to 400 sales agents. He has extensive experience in all aspects of call center leadership including sales development, report management, customer facing relationship management, and managing the profitability of sales campaigns. Since

coming to ETI in 2000, Ray has led multiple teams who have consistently exceeded customer expectations in quality, performance, and profit.

Ray transitioned into call center management from a career in investments. As a successful investment banker, he developed experience in sales and sales management while leading both internal and external sales teams.

Ray, a native of New Jersey, his wife Barbara and their two boys live in Central. The Levitzki's are known for their benevolent work rescuing and caring for endangered horses in the East Texas area.

Jim Iyoob has been promoted to Director of Operations – Eastern Star. The Eastern Star Customer Contact Center is located in Gujarat, India and consists of customer interaction agents, software developers, an Operations Support Team and a Quality Control Team. These teams are performing services which support all ETI locations as well as third party customers.

Jim has over 11 years of telemarketing sales and call center management experience in both inbound and outbound operations. He entered the call center industry working for a fortune 500 company where he rose rapidly to a position of responsibility overseeing four business to business call centers. In this capacity he recruited, motivated, developed and retained associates. He also implemented technology to better serve the customers as well as reduce the sales cycle time by over 50%.

Coming to ETI in 2000, Jim has served in a number of capacities. Using his wide depth of experience, he has led teams in operations support, IT,

program development, project implementation, sales and customer service.

Jim and his family will be relocating to Gujarat, India the first of May.

Effective Teleservices, Inc. is a leading provider of customer contact and business process outsourcing solutions that help Fortune 500 companies grow revenue and manage costs. Founded in 1997 and headquartered in Nacogdoches, TX. ETI employs over 1,300 team members occupying 3 state-of-the art customer interaction centers in East Texas and Gujarat, India and corporate facilities in Palm Beach Gardens, Florida.



Levitzki



Iyoob