

FOR IMMEDIATE RELEASE

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ETI CHOSEN BY AOL AND PFIZER

Effective Teleservices, Inc. (ETI), a global provider of integrated customer solutions designed to help clients acquire, grow, and retain profitable relationships with their customers, has announced the signing of an agreement with AOL, the world's leader in interactive services.

The announcement of the agreement with AOL follows word of a similar contract with Pfizer, Inc. Pfizer is recognized as the world's largest company committed to health care.

These agreements further underscore ETI's reputation as a favored provider of customer care programs for innovative companies interested in maximizing their profits through outsourcing.

Chuck Smith, President of ETI, commented on the announcements.. "These are very significant relationships for ETI. They illustrate something we believe in very strongly - that more and more companies will choose to work with experts like ETI as the long-term benefits of the strategic outsourcing of customer care become increasingly clear. Both AOL and Pfizer are exciting companies with highly innovative products and business models."

"We will leverage our customer solutions and sales expertise, combined with our cost efficiency initiatives, to help solidify AOL and Pfizer with their customer base," Smith concluded.

Matt Rocco, Vice President of Operations for ETI added, "The addition of AOL and Pfizer to our list of Fortune 500 customers caps off an incredible start to 2004. We've added over 700 new employees, grown our month to month revenue by 35%, opened a new center in Lufkin, Texas and expanded operations in our center in Gujarat, India."

ABOUT AOL

AOL, a division of Time Warner, is the world's leader in interactive services. They provide customers with a valuable online experience through their service and are available over both dial-up and broadband connections. AOL services for mobile phones and other mobile devices offer portable convenience with email, instant messaging, and other convenient features.

ETI will deliver a full suite of sales and customer service solutions for AOL's Yellow Page division.

ABOUT PFIZER

Pfizer Inc discovers, develops, manufactures, and markets leading prescription medicines for humans and animals and many of the world's best-known consumer brands. The company has three business segments: health care, animal health and consumer health care. Pfizer's expected revenues for 2004 are \$7.9 billion.

ETI will provide teledetailing services to certain public sector healthcare providers.

"Pfizer will be the cornerstone of our Pharmaceutical Vertical. We are very excited to enter this industry with a customer of the size and reputation of Pfizer" said Rocco.

ABOUT ETI

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 1400 team members occupying 3 state-of-the art customer interaction centers in East Texas and Gujarat, India with corporate facilities in Palm Beach Gardens, Florida.