

## Press Releases

August 07, 2005.

### Effective Teleservices, Inc. Opens 2<sup>nd</sup> Call Center in Gujarat, India

Effective Teleservices, Inc (ETI), a global provider of outsourced customer support services headquartered in Nacogdoches has opened its fourth global center during an official ceremony held on August 7<sup>th</sup>. The expansion of the India operations is needed to accommodate the continued growth of back office processes and select voice campaigns that ETI is managing in India for its various clients.

The opening of the second center was inaugurated by the Chief Minister of Gujarat, Shri Narendra Modi and Mr. J N Seng, Secretary of Technology for the state of Gujarat. During the opening ceremony the Chief Minister stated, "ETI's vision to open facilities in Gujarat and the rapid success they have enjoyed proves to all that the state of Gujarat has all the ingredients that a successful BPO company would desire. It has been a privilege to work with Mr. Jim Iyob, Mr. Matt Rocco and the entire ETI team in assisting them to make their vision a reality."

Matt Rocco, ETI's Chief Operating Officer, stated, "We expect to continue to grow our East Texas based operations as well as our India operations as many U.S. companies are looking to move the right type of work to India. We will continue to leverage the over 1200 ETI team members that thrive in East Texas while positioning those processes that make sense to our evolving team in India. This will be done without compromising service or performance levels."

Rocco concluded, "The expansion of the operations in India will ensure that ETI has the capabilities to meet the evolving needs of our present and future customers. Jim Iyob, our Operations Director in India, has done an outstanding job in blending the best of both cultures to create an environment that is ready to continue to please our customers. He has grown our India team from 25 team members to over 300 in just over one year. At the same time, our East Texas operations in Nacogdoches and Lufkin have grown to over 1200 team members."

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 1500 team members occupying 4 state-of-the art customer interaction centers in East Texas and Gujarat, India and corporate facilities in Palm Beach Gardens, Florida.



Above: Jim Iyob, Matt Rocco, Chief Minister Modi and Secretary of Technology JN Seng celebrate opening of ETI's second center in Gujarat, India.