



February 23, 2005

EFFECTIVE TELESERVICES, INC. ANNOUNCES 2005 FIRST QUARTER NEW BUSINESS

Expansion of business means jobs for East Texas.

Effective Teleservices, Inc. (ETI), a global provider of outsourced customer support services headquartered in East Texas, announced today that business units in Nacogdoches and Lufkin, Texas, as well as Gujarat, India, have been awarded new contracts for work in 2005. The expansion of ETI's client base underscores their ability to draw upon their expertise across different industry verticals and demonstrates continued client confidence in ETI's ability to perform at exceptional levels.

Matt Rocco, Vice President of Operations says, "While all new contracts are exciting, the wide-ranging nature of the work we have been contracted to perform creates wonderful opportunities for current and future employees who have diverse skills and experience."

ETI took over 50,000 inbound customer service calls for Pro Flowers during the days before and after Valentines Day. "Our staffing, training, and technology teams were tested during this spike of work with Pro Flowers. All in all, the client was overwhelmed with the quality of our workforce and professional nature of our leaders and customer service representatives," said Rocco. "We have now engaged an on-going team of customer service representatives for this client and are making plans for another intense workload for Mother's Day."

In addition to Pro Flowers, ETI has signed an agreement with Argent Associates, Inc., a Supply-chain Management, Network Security and IT/Telcom Network services company which caters to enterprise and communications service provider customers. ETI

customer service representatives will handle back office support duties for Argent beginning in March.

ETI's Professional Services Group has signed contracts to do business with BellSouth Small Business and Verizon. These agreements further underscore ETI's reputation as a favored provider of customer care programs for innovative companies in the communications sector.

"We have a growing need for experienced sales professionals in both our Nacogdoches and Lufkin centers," said Cindy Edwards, Director of Human Resources. "We are currently staffing expanding teams for Dun & Bradstreet, AOL, and BellSouth Advertising and Publishing. Now with BellSouth Small Business and Verizon we are interested in speaking with any business professional who feels they could be successful in an aggressive sales environment."

ETI is also preparing to launch programs for Countrywide Mortgage, one of the largest mortgage lenders in America, and AAA Auto Club. Countrywide will be located in the Nacogdoches center and AAA Auto Club in the Lufkin Center.

Chuck Smith, President of ETI, commented, "We are extremely proud of our successes. These new awards are emblematic of our continuing delivery of best of breed services to our clients and our ability to leverage our reputation to gain new business."

"Our continued growth illustrates 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," Smith continued.

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.