



January 03, 2005

**ETI Appoints Director of Operations
for Nacogdoches Center**

Effective Teleservices, Inc (ETI) is pleased to announce the addition of Jemima Read as Director of Operations for the Nacogdoches Center. Matt Rocco, Vice President of Operations for ETI stated, "We are extremely fortunate to have Jemima Read join our operation in Nacogdoches. Her enthusiasm, drive, and experience will be instrumental in our continued growth".

Read joins ETI with experience in accounting, sales, and call center management. Most recently she was Director of Operations for two call centers in east Texas. Read came to the United States four years ago from her home in South Africa. While there, she was a founding manager of a call center which serviced international accounts like BMW, Nestle, and Daimler-Benz.

A graduate of Wangen Business College in Wangen im Allgau, Germany, Read received a diploma in Accounting. She is multi-lingual speaking Afrikanese, German, and English. She is married to Dennis Read, Library Chair at Angelina College. They have six children.

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 1,400 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.



Jemima Read