

June 14, 2005

ETI Announces Executive Level Restructure

Effective Teleservices, Inc. (ETI), a global provider of outsourced customer support services headquartered in East Texas, announced today the departure of A.C. (Chuck) Smith from the company's executive leadership. Dilip Barot, Chairman and CEO of ETI stated, "Chuck has been an important contributor to ETI. We respect and appreciate the role that Chuck played in helping to establish ETI as an independent company. We wish him well."

Matt Rocco, Chief Operating Officer of ETI added, "We have built a world class team that has already risen to the occasion to ensure that our customers, our shareowners and our employees are not impacted by this decision. We all wish Chuck the absolute best."

Smith assisted in transitioning the company from the BellSouth subsidiary, BERRYDirect, to independently owned Effective Teleservices, Inc. Once the transition was completed, Smith was given an opportunity as President of ETI. While Smith will no longer be involved in the daily operations of the company, he will have a keen interest in the ongoing success of ETI and has been offered a role as a business development consultant.

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.



Chuck Smith