

October 28, 2005

ETI Awarded Contract with R. H Donnelly

Nacogdoches, Texas —October 27, 2005— Effective Teleservices, Inc. (ETI), a global provider of outsourced customer support services headquartered in East Texas, announced today that it has been awarded a contract with R. H Donnelley, a leading Yellow Pages publisher and Directional Media company. The agreement further underscores ETI's success in building long term partnerships with major brands in the yellow page publishing industry.

Commenting on the agreement, Matt Rocco, ETI Chief Operating Officer, said, "We are excited to be working with an industry leader like R. H. Donnelley. They are a very professional and well established organization and have a strong record in exceeding customer expectations. We are confident it will be a good long term relationship."

R. H Donnelly (RHD) recently announced the acquisition of Dex Media. The combined company will be the third largest print and Internet directory publisher in the United States with pro forma annual revenues of over \$2.7 billion. The company will operate coast-to-coast across 28 states with over 600 directories having a total circulation of 73 million, serving over 650,000 local and national advertisers.

Roby Somerford, ETI Account Manager stated, "R.H. Donnelley derives its competitive edge from the strong consumer usage of its products in its local markets, trusted relationships with small and medium-sized businesses, and robust, relevant local content. Our ETI team will be working alongside the internal sales force to retain and grow the RHD business."

Rocco added, "With the addition of the RHD business, ETI has added six major clients during the second and third quarters of 2005. Our business development efforts will continue to be focused on building key relationships within the telecom and yellow page industries resulting in a steady flow of jobs in the communities of Nacogdoches, Lufkin and Gujarat, India."

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.

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