



September 21, 2004

ETI ENTERS CONTRACT WITH D&B

Effective Teleservices, Inc. (ETI), a global provider of outsourced customer support services, has entered into an agreement to provide services for D&B (formerly Dun & Bradstreet), a leading provider of global business information and technology solutions.

Under the terms of the agreement, ETI will provide its customer contact center services to D&B by October 2004. Through this partnership, ETI will assist D&B in effectively communicating with its customers, maximizing the value of their customer relationships and driving greater revenue from each transaction.

Catherine Saldana has been named to lead the D&B team. She will report to Marc Golden, Associate Director of Operations – Professional Services. Saldana came to ETI two years ago with a background in financial management. She has most recently been a Project Lead for the BellSouth Long Distance program. Her D&B team will contact business owners to offer them a suite of financial services.

“Adding D&B to our list of clients further strengthens ETI’s foundation in business to business consultative selling.” said Matt Rocco, Vice President of Operations. “The recent decisions by AOL, Pfizer, Sprint, and now D&B to partner with ETI are acknowledgements of our evolving reputation as a favored provider of customer care programs for companies interested in maximizing their profits through outsourcing.”

“Our proven success in designing and improving customer contact models across our clients’ customer acquisition, retention and development processes continues to attract companies interested in partnering with a global outsourcer who can present them with the best shore solutions both domestically and abroad. Our operations in East Texas and Gujarat, India continue to expand with each new partner.” he added.

ABOUT D&B

D&B, the leading provider of global business information, tools, and insight, has enabled customers to Decide with Confidence for over 160 years. D&B's proprietary DUNSRight (TM) quality process provides customers with quality information whenever and wherever they need it. This quality information is the foundation of D&B's solutions that customers rely on to make critical business decisions. Customers use D&B Risk Management Solutions to mitigate risk, increase cash flow and drive increased profitability, D&B Sales & Marketing Solutions to increase revenue from new and existing customers, and D&B Supply Management Solutions to identify purchasing savings, manage risk and ensure compliance within the supply base. D&B's E-Business Solutions help customers convert prospects to clients faster. For more information, please visit <http://www.dnb.com>.

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. For more information, visit <http://www.effectiveteleservices.com>.



Catherine Saldana