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ePerformax Contact Centers to Open New Center in Cebu

Manila, Philippines – March 15, 2007 – After five successful years of unprecedented growth in Manila, ePerformax Contact Centers is expanding its operation to Cebu, Philippines where it will continue to conduct inbound customer service for two of its major clients, one in the credit card industry and the other a well-known retailer. ePerformax chose Cebu for its close proximity to Manila, the highly-educated labor pool, the excellent English spoken by Cebuanos and the solid infrastructure for electric power, telephony and internet.

The new center will be located at JY Square Mall, which is at the intersection of three main roads and therefore a major public transportation hub in Cebu. The center will initially have 300 stations when it opens in May, and the company has plans to expand to several additional floors in an adjacent building in 2008.

“We are extremely excited about this expansion because it demonstrates our success in meeting and exceeding our clients’ expectations,” said Dennis Lindley, Chief Operations Officer. “We’ve been able to provide our existing client base with exceptional performance in terms of both quality and productivity, which has resulted in their desire to expand and grow their business with us. Furthermore, opening in Cebu enables us to add additional capacity and redundancy to the 2000 stations we have in Manila.”

Each of the company’s clients has grown their business with ePerformax because they were able to achieve both the quality and price advantages they were seeking offshore. “It’s important to note that our clients are not focused on price alone. They understand that in order to deliver exceptional service you have to be focused on the price-value equation and ROI,” said Teresa Hartsaw, President.

ePerformax consistently outperforms its client’s internal U.S.-based contact centers on the key performance metrics such as quality and customer satisfaction, while

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matching average work time. "That's what we're all about," continues Hartsaw. "Delivering the best quality for the investment a company has to make to do business offshore. There are immediate short-term savings when a company expands offshore. But the real test is the longer-term financial impact, which can be negative or positive. In our case our clients have all experienced positive long-term financial impact."

About ePerformax Contact Centers

ePerformax opened its high-performance Philippine-based contact center in Manila in 2002 with the vision of being the best of the best call centers in the Philippines. Since then, it has become certified to the international VISA Cardholder Information Security Standards, which conform to level 17 of the ISO Security Standards. The company was also the first call center to be accredited by the Philippine Technical Education and Skills Development Authority (TESDA) to conduct its Finishing Course for Call Center Agents. This course enables ePerformax to hire and train call center "near hires" as part of Pres. Gloria Macapagal-Arroyo's program to support the country's fast-growing BPO industry.

ePerformax prides itself on building strategic partnerships with clients that require English speaking, inbound customer service and sales support to deliver superior results in a very cost effective manner. The company believes the Philippines is the premiere country for providing top value and top quality contact center services for English speaking customers. This along with their approach to hiring, training, quality assurance and continuous improvement called Performance Maximization™ has enabled ePerformax to achieve their vision of: Best Culture + Best Practices = Best Performance.

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