



June 21, 2004

## **ETI AWARDED CONTRACT WITH SPRINT**

Effective Teleservices, Inc. (ETI), a global provider of integrated customer solutions designed to help clients acquire, grow, and retain profitable relationships with their customers, announces the execution of an agreement with Sprint, a world leader in the integration of telecommunications.

Chris Carnes has been named to lead the Sprint team as Account Manager. Chris will report to John Pennebaker, Director of Operations – Lufkin. Carnes is a 12 year veteran of the call center industry. Joining ETI in 1999, he has held leadership roles within operations, training and operations support. Most recently Carnes was Manager of Recruiting and Training for ETI's Lufkin Center. In that role he led the team in securing and training the personnel for the opening of that center in March.

The agreement with Sprint follows the launch of similar contracts with AOL and Pfizer, Inc. These new partnerships further underscore ETI's reputation as a favored provider of customer care programs for innovative companies interested in maximizing their profits through outsourcing.

President of ETI, commented on the announcement. "Our commitment for creating and maintaining superior technology and customer solutions will assist Sprint in expanding its presence with its growing customer base. ETI delivers a customer contact model that will enhance Sprint's customer acquisition, retention, and development cycles."

Matt Rocco, Vice President of Operations for ETI added, "The continuing diversification of the customer base at ETI with Fortune 500 companies solidifies our stance as a leader in our industry. Global companies like Sprint, AOL, and Pfizer are seeking partners who can provide the best shore outsourcing solution. Our East Texas centers coupled with the center in Gujarat, India enable us to meet this need."

### **ABOUT Sprint:**

Sprint is a global integrated communications provider serving more than 26 million customers in over 100 countries. With approximately 65,000 employees worldwide and over \$26 billion in annual revenues in 2003, Sprint is widely recognized for developing, engineering and deploying state-of-the-art network technologies, including the United States' first nationwide all-digital, fiber-optic network and an award-winning Tier 1 Internet backbone. Sprint provides local communications services in 39 states and the District of Columbia and operates the largest 100-percent digital, nationwide PCS wireless network in the United States. For more information, visit [www.sprint.com](http://www.sprint.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 [www.effectiveteleservices.com](http://www.effectiveteleservices.com).



**Chris Carnes**