

ASA SERVICES, SA, OPENS NEW CONTACT CENTER IN ARGENTINA

OMAHA, Nebraska; October 6, 2009 – Affinitas Corp., a leading provider of direct marketing and support services, announced today that sister company ASA Services, SA, has opened a new contact center in Córdoba, Argentina. Affinitas Corp. is located in Omaha, Nebraska, and ASA Services, SA, is located in Córdoba, Argentina.

The new facility uses state-of-the-art technology to route calls to 150 seats for the universal agent, with plans to expand to a total seating capacity of over 300 stations. ASA Services, SA, is uniquely positioned to provide up to a 40% savings in operations and overhead costs versus contact center activities that are operated domestically.

An additional benefit that clients will realize from ASA Services, SA, is the multicultural solution with the multilingual staff. The management, supervisors, trainers, quality assurance and agents all have bilingual or multilingual talents. All speak English and Spanish, while many also speak Italian, Portuguese, French and German.

“In seeking a good off-shore solution we considered several countries in Latin America,” said Jim Schinco, CEO and President of Affinitas Corp. “Argentina stands out among other off-shore locations because of its excellent multilingual capabilities, strong technological infrastructure and connectivity, low agent attrition rates, its robust economy and a large base of a well educated workforce with deep experience in the business process outsourcing industry. Affinitas and ASA are committed to be a leader in multicultural solutions for acquisition, retention, customer care and back office services.”

ASA Services, SA, and Affinitas Corp. provide direct marketing and support services to a variety of clients from various industries, including telecommunications, wireless, cable, broadband/Internet, global positioning services, financial services, healthcare, insurance and more. Affinitas contact centers are in Lawrence, Kan., Lawton, Okla., and Mesa, Ariz. More information about each company is available at www.asaserv.net and www.affinitas.net.

Affinitas Corporation is a full service, fully integrated direct marketing and support company with 16+ years experience providing campaign strategy, list services, back office operations and more. The company’s core capabilities include call center services, direct mail, list management/brokerage, analytics and modeling, retention programs, market research, e-Marketing, marketing database solutions, and more.

ASA Services, S.A., operating in Córdoba, Argentina, is a sister company to Affinitas Corp. and provides call center marketing services with the same methodology and operations efficiency as Affinitas’ three domestic call centers