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Affinitas Corporation Named a Top 50 Teleservices Agency in *Customer Interaction Solutions* Magazine's 2010 Ranking

Omaha, NE, March 31 2010 – Affinitas Corporation, a full service provider of customer care solutions and integrated marketing services, has been named a Top 50 Teleservices Agency by *Customer Interaction Solutions*® magazine. The 25th Annual Top 50 Teleservices Agencies Ranking recognizes the top inbound and outbound teleservices agencies, as measured by the amount of billable teleservices minutes they have completed during the past year.

Affinitas was named the 18th largest U.S. inbound call center firm, and the 26th largest U.S. outbound call center firm.

“The editors of *Customer Interaction Solutions* have ranked Affinitas Corporation as a Top 50 Teleservices Agency because Affinitas was able to verifiably document that it is one of the largest outsourced call center providers in the industry. This ranking is truly the benchmark for choosing large-size, large-capacity teleservices agencies,” said Rich Tehrani, CEO of Technology Marketing Corporation.

Jim Schinco, President and CEO of Affinitas Corporation commented, “Although Affinitas has been in business for 17 years, this is the first time that we’ve been evaluated by the editors of *Customer Interaction Solutions* magazine for inclusion in the Top 50 ranking, so of course we’re thrilled to have made such a strong showing. I credit the dedication and commitment of the Affinitas call center teams to consistently execute programs with a high level of quality and superior performance results as the basis for our growth, and our ability to have achieved this ranking.”

Affinitas has met the stringent criteria set by the editors of *Customer Interaction Solutions*. Affinitas’ call minutes were verified by the editors for accuracy and reliability based on information that Affinitas submitted certifying the number of minutes billed during the 12 month period from November 1st, 2008 to October 31st, 2009.

About Affinitas Corporation:

Affinitas was founded in 1993 and is a full service customer care solutions and integrated marketing agency offering world-class contact center services, end-to-end marketing in traditional direct response media, and multicultural marketing. Affinitas is headquartered in Omaha, Nebraska, and provides call center support to several Fortune 500 clients through facilities located in Lawrence, Kansas; Mesa, Arizona; Lawton, Oklahoma; Harlingen, Texas; and Córdoba, Argentina. All facilities offer blended

inbound and outbound operations 24 hours a day, 365 days per year. Affinitas also offers full multilingual support in English, Spanish, French, Italian, Portuguese, and German. For more information, please visit www.affinitas.net.

About *Customer Interaction Solutions* magazine:

Since 1982, *Customer Interaction Solutions* magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. For more information, please visit www.cismag.com.

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