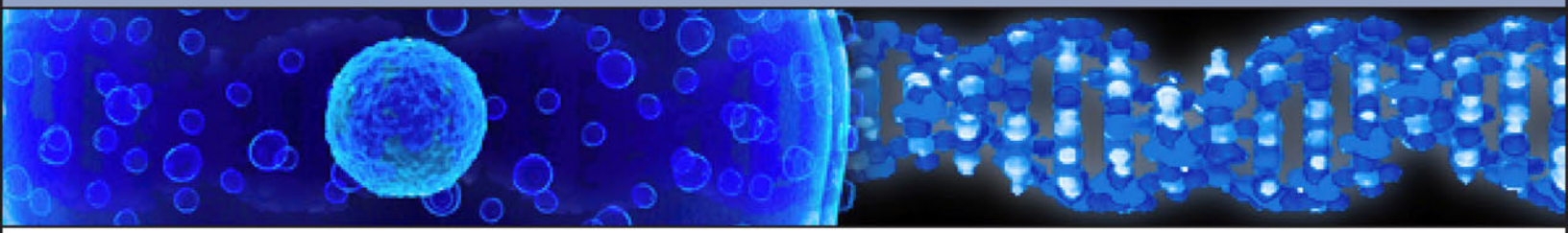


Affinitas Corporation Company Profile



founded: 1993

corporate headquarters: Omaha, Nebraska

regional offices:

Chicago, IL
Dallas, TX

Denver, CO
Cleveland, OH

Hartford, CT
Portland, OR

corporate background:

Full-service direct marketing solutions agency specializing in helping companies create targeted and effective communications toward potential and existing customers through a variety of core disciplines, including:

- Strategic marketing consultation
- Multi-channel promotion and communication
- Contact center solutions
- Direct mail/collateral development and production
- Creative services
- Market research and brand development
- Data profiling, segmentation, and analytics
- Media planning and buying

marketing services:

- Acquisition/Inside Sales
- Cross-sell/Upsell
- Loyalty and Retention
- Save and Winback
- Customer Care
- Help Desk/Technical Support
- Multilingual/Multicultural
- Language Translation Services
- Club/Continuity/Subscription Marketing
- Collections
- Back-office Operations
- Application Processing

contact center services:

- 3 domestic facilities
- 1 near-shore facility
- 1,000+ Internet-enabled stations
- 3,000,000 calls per month capacity
- 24 X 7 X 365 operations
- Blended inbound and outbound stations
- Data-driven scripting/dialogue
- E-mail and live chat capability

industries served:

- Financial Services
- Wireless/Telecom
- Broadband/Internet
- Cable Television
- Location-Based Services
- Insurance
- Healthcare
- And more

the Affinitas difference:

- Speed-to-market
- Holistic strategic approach
- Multiple channel expertise
- ROI focus
- Dedicated and flexible account management
- Partners in your business model and process

mission:

To help companies communicate and establish personalized, profitable, and long-lasting relationships with customers, employees and constituents through a variety of direct media and marketing channels.