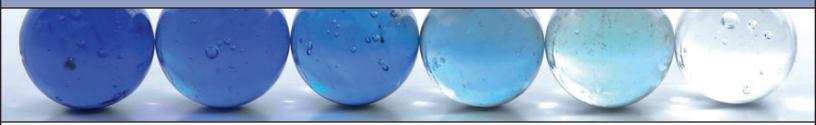
Affinitas Corporation Company Profile





founded: 1993

corporate headquarters: Omaha, Nebraska

call center facilities:

Lawrence, Kansas Lawton, Oklahoma Mesa, Arizona Córdoba, Argentina* *Operated by sister company ASA Services, S.A.

technical capabilities:

Over 1,000 Internet-enabled agent stations 3,000,000 calls per month capacity 24 X 7 X 365 operations Blended inbound and outbound stations Dedicated and centralized Quality Assurance Data-driven scripting/dialog Consumer, Small Business and Enterprise solutions

specialized services:

Acquisition/Inside SalesLanguage Translation ServicesCross-sell/Upsell/RetentionHelp Desk/Technical SupportCustomer CareBack-office OperationsMultilingual/MulticulturalClub/Continuity/Subscription Marketing

complementary services:

Creative Services	Data/Analytics/List Services
Web/Online Marketing	Direct Mail Production and Management

industries served:

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