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SITEL and ClientLogic Unveil New Brand and Assert Leadership Position

Business Process Outsourcing Leader Brings New Opportunities to Associates in Albuquerque

Nashville, Tenn—August 2, 2007—The recently merged ClientLogic and SITEL Corporation today unveiled a new brand to communicate its commitment to associates and clients and usher in a new outsourced customer care business process outsourcing (BPO) leader. As part of a new brand strategy, the company announced it will adopt the name Sitel and bring to market a new Sitel offering a broader range of opportunities for associates, clients and customers.

The new Sitel will employ approximately 1000 associates in Albuquerque, New Mexico. Together, these associates will become the benchmark for outsourced customer care excellence through a unified focus on integrity, quality and teamwork.

“This merger was not about combining two great companies to form one, large company,” said Dave Garner, president and CEO of the new Sitel. “The merger was about taking two great companies and creating the best. The new Sitel will set the industry standard for outsourced customer care and re-define what it means to be an outsourcing partner.”

Continued Garner, “Companies around the world will look to the new Sitel to manage their most valuable asset—their customers. They will also look to the new Sitel to introduce new services that add value and identify ways to improve customer care beyond the bottom line. Sitel will meet and exceed these challenges in partnership with our clients and associates and together we will earn the recognition and respect the outsourced customer care industry deserves.”

Analysts estimate that 85% of global customer care functions are performed in-house, presenting significant BPO market growth potential as these functions are increasingly outsourced. According to analyst group IDC, the global customer care BPO services market is expected to grow from \$51.4 billion in 2005 to \$92.2 billion in 2010.

To hear more from Dave Garner about raising the bar for the customer care industry and to learn more about the Sitel brand, please click [here](http://www.sitel.com/brandlaunch). <www.sitel.com/brandlaunch>

Key elements of the new Sitel brand strategy include:

- A new company logo that visually bridges the best of both companies and symbolizes the new Sitel's strong history and global brand leadership.
- An executive management team with deep expertise and a proven track record of success across geographies, services and vertical markets.
- A new website (www.sitel.com) featuring the combined company's culture and core values of integrity and teamwork.
- A new Sitel brand video distributed to 65,000 associates worldwide to communicate the company's shared vision, passion and purpose.
- A quarterly Sitel newsletter for associates and clients to increase industry awareness and provide outsourcing best practices, challenges and success.

About the new Sitel

Sitel is a global Business Process Outsourcing (BPO) leader. Formed by the merger of ClientLogic and SITEL in January 2007, the new company meets clients' customer care and transaction processing needs through 67,000 associates in 28 countries. The new Sitel provides world-class solutions from on-shore, nearshore and offshore locations across 145+ facilities throughout North America, South America, EMEA and Asia Pacific. The new company's award-winning services provide clients with the strategic insight, scale and diversity of offerings to ensure the best return on their customer investment. The company is privately held and majority owned by Canadian diversified company, Onex Corporation.

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