

Ryla Launches Call Center Services for Crisis Response, Seasonal Retail and Political Solutions Ryla's Aims to Fill a Critical Void in the Industry

Kennesaw, Georgia - Tuesday, November 20, 2007 - Ryla Teleservices, a leading provider of customer contact solutions and business process outsourcing based in Kennesaw, announces the launch of a new practice focused on fulfilling short-term, quick ramp-up and seasonal customer contact solutions for companies, government agencies and nonprofits.

Ryla will concentrate its new practice primarily on crisis response, seasonal retail and political solutions. Additional markets to be targeted by Ryla include the insurance industry for open enrollment seasonal support.

The new suite of project-based services is being launched in response to an increasing demand for crisis response services and planned seasonal support while addressing a void in the call center industry, as few providers have the ability to execute small to mid-sized B2B and C2B customer contact solutions requiring quick ramp-up for seasonal or crisis response situations.

Ryla uses a proven blueprint operational plan when rapidly deploying a new project. The plan covers all critical areas necessary for successful implementation including recruiting, hiring, training, certification, technology setup, reporting and operational setup for client services.

"For a recent project, Ryla demonstrated the ability to scale up and down -- based on call volumes which fluctuated over several week periods -- and established teams of QA personnel to handle the monitoring and feedback for the CSR staff," said Brian Frankenfield, Director of BENEFEDS Development and Service for LTC Partners.

"Ryla's overall responsiveness and commitment to staffing flexibility contributed to the ultimate success of our project," Frankenfield added.

In the crisis response arena, the increasing numbers of product recalls and data breaches are key drivers behind Ryla's expansion. According to the Privacy Rights Clearinghouse, a nonprofit consumer advocacy organization, more than 215 million data records of U.S. residents have been exposed due to security breaches since January 2005. Due to the emergency nature of natural disasters or data breaches, companies and government agencies often require ramp-up with as little as 24 hours. Ryla's Crisis Management Services help organizations minimize the impact of unforeseen events with on-demand customer contact solutions to support its multiple communication channels.

Vice President of Marketing Karen Clay, said, "We will bring the same fully integrated, customized approach that is synonymous with the Ryla name for clients who demand excellent interactions with their customers -- despite the challenging nature of short notice ramp-up or seasonal projects."

The new state-of-art center, which officially opened on Ryla's Kennesaw corporate campus in October 2007, features 750 agent workstations, two large training rooms, a Command Center and was designed specifically to accommodate project-based work. The high-tech facility is powered by market leaders Avaya, NICE, IEX and AT&T, providing one of the most robust networking and telephony systems in the contact center industry. The addition of the second facility increases Ryla's capacity to more than 1,500 agents.

About Ryla Teleservices

Ryla Teleservices, Inc. is a leading provider of global Outsourced Customer Contact Solutions for the Enterprise, Government Agencies, and Global 1000 clients deploying Voice over Internet Protocol based client solutions. The company is headquartered in Kennesaw, Georgia with industry leading clients in financial services, technology, telecommunications, and information management. Ryla is a Minority Business Enterprise (MBE) as certified by the Georgia Minority Suppliers Development Council (GMSDC). To learn more about Ryla Teleservices, please call 1-888-YES-RYLA, or visit our web site at www.ryla.com

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