

FOR IMMEDIATE RELEASE

Ryla Included in Annual *Inc.* 5000 Listing for Fourth Consecutive Year

Company climbs nearly 1,000 places on magazine's prestigious Inc. 5000 listing

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Kennesaw, Ga.—(August 27, 2010) —*Inc.* magazine has ranked [Ryla Inc.](http://www.ryla.com) (www.ryla.com), a leading domestic provider of outsourced call center and customer contact solutions, number 520 on its annual *Inc.* 5000 listing of the nation's fastest-growing private companies, and 11th in metro Atlanta. The list represents the most comprehensive look at the most important segment of the economy – America's independent-minded entrepreneurs.

"The *Inc.* 5000 is a key resource for industry pundits to monitor the growth of established private companies and see what newcomers and service offerings are taking off in the marketplace," said *Inc.* 5000 project manager Jim Melloan. "Our list is always well received and this year's list provides great insight into how America's private companies are navigating economic ups and downs."

Since its inception in 2001, Ryla has grown tremendously in revenue and employee size. Earlier this year, the *Atlanta Business Chronicle* recognized this growth and named Ryla the fastest growing privately-held company in the Atlanta metropolitan area. *Georgia Trend* also named Ryla as the fastest growing company on its Mid-Market Fast 40 listing.

Earlier this year, California-based [Alorica](http://www.alorica.com), Inc., a national and international player in the customer care services industry, announced that it was making a strategic investment in Ryla. The deal will enable both Alorica and Ryla to receive the synergies that come with growing an international customer care services company.

"Our employees' efforts to make Ryla a great company are the reason we've had so much success and risen through the ranks of this prestigious listing," said Mark Wilson, founder and chief executive officer of Ryla. "Being a part of the *Inc.* 5000 listing is a great honor I'm proud to acknowledge our team's hard work in helping us achieve this recognition."

The *Inc.* 500|5000 ranks companies by overall revenue growth over a three-year period. Complete results of the *Inc.* 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found www.Inc.com.

About Ryla

Ryla, Inc. is a people-centered, technology-driven customer service and support company. As a wholly-owned subsidiary of Alorica, Inc., Ryla serves Fortune 500, government and nonprofit organizations across a range of industries. Our expertise lies in two areas: delivering excellent interactions every time on behalf of our clients, and rapidly ramping up customer interaction capabilities to meet both seasonal and crisis response-related needs. For more information, visit www.ryla.com.

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