



Xtreme Quality. Xceptional Performance. Xtraordinary Results.

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**ePerformax to Invest Over \$4.5 Million in Training and Expansion**

*Manila, Philippines – May 26, 2008* – Contact center and BPO company, ePerformax, recently announced that it will invest over USD 4.5 million in recruitment, training and expanding its facilities to meet the growing demand for services from its Fortune 500 clients and prospects.

“The current slump in the US economy has forced companies to drive down costs, making outsourcing one of the best options for reducing expenses,” said Carlo Severino, General Manager. “The cost savings of moving business from the US or Canada to the Philippines is still 20 – 40% which is significant, even when compared to higher savings levels in the past. It’s hard for companies to find those types of savings in other parts of their business. What’s more, in addition to the initial cost savings, many of our clients are finding that the value of each transaction is increasing as well.”

As the Philippines continues to gain experience and attract more global companies, the country is moving up the value chain by providing more sophisticated services with superior quality, even when compared to competitive US operations. This high level of experience, performance and quality is proving to be the real advantage to delivering long term cost savings and ultimately that will provide the real opportunity for growth.

“The present state of the US economy has driven a number of high-growth companies to look for quality, cost efficiency and performance from outsourcers versus their current internal customer care centers. ePerformax has been working with several US companies with a strong interest in developing outsourcing partnerships,” Severino said.

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**ePerformax Contact Centers**

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Severino also said that ePerformax will increase its Cebu operations to 2,000 seats within the next 12 months to meet the growth demands. About USD 4 million dollars will be spent on infrastructure and equipment for this purpose.

“At the same time significant attention is being devoted to providing training that will provide agents with the skills necessary to meet the superior quality demands of current and prospective clients,” said Paul Trulli, Asst. General Manager. “Investment in training alone will amount to about USD 700,000 and will mostly go to the development and growth of the company’s Global Communications & Management Academy which was established earlier this year to provide comprehensive training programs to prepare trainees for the opportunities and challenges that come with a career in the contact center and BPO industry.

“Many people do not realize the rigorous, professional and global nature of the business. To some the industry is viewed as a transition job. At ePerformax, every employee is managed as a professional and given the necessary knowledge, skills and experience to grow in the company and with our clients for the long-term,” said Trulli.

The Global Communications & Management Academy will make it possible for the company to offer even more opportunities to job seekers by providing up to nine weeks of English verbal, written and comprehension training (including accent neutralization and US culturalization) for all employees, including those who do not usually meet the company’s stringent hiring requirements. The mission of the GCMA is to train recruits and develop career professionals to meet the opportunities and challenges of the global customer service business. In addition to the English training the company is willing to invest up to ten weeks of management training for those wanting to move into leadership positions.

“Our job is to maximize the success of every customer interaction and to protect the client’s brand with the same level of commitment that they would have if they were to do it themselves.” Trulli said.

These developments dovetail with the sixth anniversary of the company’s operations in the Philippines. Since 2002, ePerformax had successfully built a solid track

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record of continuous growth, from less than 200 employees in 2003; to 1000 in 2005; to over 2500 in 2008.

ePerformax utilizes a performance-based work culture that is based on a proprietary management approach that maximizes performance quality. This approach has allowed the company to excel at serving the requirements of its Fortune 500 clients.

Severino said that the company's growth and optimism is fueled greatly by the following factors:

- 1 The fact that the Philippines is decidedly now the most attractive site for setting up call centers and BPO operations where spoken English is used;
- 2 The demand from high-growth US companies is expected to grow as more and more firms look for opportunities to protect themselves from adverse economic developments, and,
- 3 ePerformax's performance-focused culture provides the security assurance that US companies want and need.

### **About ePerformax Contact Centers**

ePerformax is a dynamic and growing Filipino company that provides services to Fortune 500 companies who value the company's ability to deliver best in class BPO and contact center services. The company employs Six Sigma-based best practices for process and people management, TESDA certified training programs, US and AIM trained executives, and a highly-experienced management team that enable it to achieve extraordinary performance results.

ePerformax has two locations in the Philippines that will have a combined 3500 seats by the end of 2008.

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