

CONTACT 1-2-1



5th October, 2006

Media Release

Tim Searcy appointed as a Director of Contact 1-2-1

Mr Tim Searcy, CEO of the American Teleservices Association (ATA) and CEO of Catalyst Solutions, was recently invited to speak to call centre professionals in Australia about compliance and the possible impacts of the Do Not Call legislation being introduced in Australia. Tim spoke at two events held in Sydney and Brisbane.

Tim was impressed by the achievements made by Contact 1-2-1 and the Directors of Contact 1-2-1 were equally impressed by Tim's track record and achievements in the teleservices industry. "Contact 1-2-1 is ready to go the next level as a business and we felt that Tim could help us achieve our next phase of growth. We are confident that Tim's knowledge of the industry will assist us to continue our meteoric rise by extending our own immediate and accessible reach. Our focus is to enable current and new clients to benefit from a powerhouse of knowledge and experience and receive the best possible service from an outsource provider, said Joe Tawfik, joint Managing Director of Contact 1-2-1.

Tim Searcy has formally accepted the role of non-executive Director of Contact 1-2-1 as of the 1st of October, 2006.

A brief biography of Mr Tim Searcy is outlined below:

Tim Searcy has been involved in the direct marketing industry for over 30 years, beginning at age 10. He began his career making outbound telemarketing calls for his local newspaper in Omaha, Nebraska but quickly advanced through the ranks and has had the privilege of serving as a senior executive in several of the largest and fastest growing direct marketing companies in the world, including West Teleservices, APAC Teleservices, Transcom, and Rapp Collins/Optima Direct. His most recent project has been for the survival of the teleservices industry.

With sales and CEO responsibilities combined, Tim has driven the development of over \$2 billion in outsourced teleservices and direct marketing solutions worldwide. Currently Mr. Searcy serves as the CEO of the American Teleservices Association (ATA) and as Director for Catalyst Solutions and recently as non-executive Director for Contact 1-2-1 Pty Ltd. Internationally, he has worked in the United Kingdom, Canada, India, Panama, the Philippines, the Dominican Republic, Brazil and now Australia to encourage compliance, growth and education throughout the teleservices industry. Mr Searcy has been inducted into the Teleservices Hall of Fame and has received Customer Interaction Solutions' Lifetime Achievement Award.

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About Tim Searcy

Tim Searcy has been involved in the direct marketing industry for over 30 years, beginning at age 10. He began his career making outbound telemarketing calls for his local newspaper in Omaha, Nebraska but quickly advanced through the ranks and has had the privilege of serving as a senior executive in several of the largest and fastest growing direct marketing companies in the world, including West Teleservices, APAC Teleservices, Transcom, and Rapp Collins/Optima Direct. His most recent project has been for the survival of the teleservices industry. As Executive Director of the American Teleservices Association's (ATA) Strategic Planning Fund, Mr. Searcy was responsible for working with the ATA Board and outside counsel to develop and fund legal strategies to combat FTC regulations, resulting in the largest collective commitment of \$1.5 million to fight federal legislation. As a global spokesperson for the teleservices industry, Mr. Searcy has participated in hundreds of interviews related to call centre legislation and has appeared on numerous US television networks and in a variety of newspapers, including Fox News, CNN, CNBC, NBC, ABC, *The Wall Street Journal*, and *USA Today*. Mr. Searcy has been active in compliance issues in Canada, India, the Philippines, the United Kingdom, the United States, and the Dominican Republic.

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About Contact 1-2-1:

Contact 1-2-1 is a leading outsourcer that provides expertise to Blue Chip companies seeking to grow their business using call centre services. Our management team has many years of experience designing and refining call centre solutions that generate measurable value. Contact 1-2-1 has invested in its people, technology and processes to ensure it can offer a Best in Class (BIC) solution for its clients. Contact 1-2-1 has over 250 seats and has offices in Sydney, Gold Coast and Adelaide based in Australia. www.contact121.com.au

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