

Draper, UT. — **O'Curranee Inc.** announced today that Technology Marketing Corporation (TMC®), a global integrated media company, (www.tmcnet.com) has ranked **O'Curranee Inc.** on its 24th Annual Top 50 Teleservices Agencies by its publication *Customer Interaction Solutions*®.

We are very excited about our existing client partnerships and the growth we have seen over the last 18 months. This is all a result of the great people we have working within our organization. Will Fritcher – VP Sales

The 24th Annual Top 50 Teleservices Agencies Ranking recognizes the top outbound and inbound teleservices agencies, both domestic and international, well as interactive inbound, as measured by the amount of billable teleservices minutes they have completed during the past year.

“The editors of *Customer Interaction Solutions* have ranked **O'Curranee Inc.** as a Top 50 Teleservices Agency because they were able to document through verification letters from their telecommunications carriers that they are one of the largest outsourced call center providers in the industry,” said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Interaction Solutions*. “This ranking is truly the benchmark for choosing large-size, large-capacity teleservices agencies.”

O'Curranee Inc. has met the stringent criteria set by the editors of *Customer Interaction Solutions*. **O'Curranee's** billable minutes were verified by the editors for accuracy and reliability and submitted a letter of verification from its telephone service providers certifying the number of minutes billed during the 12 month period from November 1st, 2007 to October 31st, 2008.

The Top 50 Outbound Teleservices Agencies rankings are published in the March 2009 issue of *Customer Interaction Solutions* magazine and the Inbound ranking, together with the interactive inbound and the global aggregate ranking, will be published in the April 2009 issue. *Cus-*

tomor Interaction Solutions has been the leading publication in CRM, call centers and teleservices since 1982™.

For more information, please visit www.tmcnet.com.

About O'Curranee Inc.

Since 1994, O'Curranee Teleservices has been a leader in the telemarketing industry pioneering the model of remote tele-sales agents and Web-based virtual offices. As a complete telemarketing, tele-sales and call center outsource solution, we offer multiple service options, including:

- Direct Response
- Infomercials
- Customer Service
- Reservations
- Inbound services
- Seminar bookings
- Data collection
- Dedicated, semi-dedicated, and shared agents
- Voice, Chat, E-mail capabilities
- 365/24X7

With an average age of 38, our Agents are more mature, articulate and able to project a more professional image for our clients. Because our hybrid at-home/onsite model provides a flexible work alternative for our Agents, we experience a lower turnover rate among our agents compared to the Industry average. As a result, our Agents have more in-depth sales experience than the average tele-sales agent consistently delivering conversion rates in excess of the competition. Client partnerships are one element that makes our sales and service campaigns so successful. Our staff works closely with our clients to develop campaigns and develop sales scripts. After offering and receiving feedback, our Agents conduct live test calls to determine the effectiveness of the call flow. Working with the client, we then fine-tune the sales script to ensure the campaign is as effective as possible.

About Customer Interaction Solutions

Since 1982, *Customer Interaction Solutions* (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, ma-

ture and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *NGN Magazine*. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. Ranked 2,724 by Quantcast, TMCnet is in the top .03% most visited Web sites in the US. In addition, TMC produces ITEXPO, 4GWE Conference, Digium|Asterisk World and Communications Developer Conference.

TMC also recently launched new industry-specific Web sites: IT.TMCnet.com, Cable.TMCnet.com, Robotics.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com.

For more information about TMC, visit www.tmcnet.com.

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