



## TeleTech Closes Acquisition of Customer Care Division Of Boston Communications Group

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DENVER, and WOBURN, Mass., Nov. 8 /PRNewswire/ -- TeleTech Holdings, Inc. (Nasdaq: [TTEC](#)), the fastest-growing global provider of customer management and B2B infrastructure services, today announced the closing of its acquisition of Boston Communications Group's (Nasdaq: [BCGI](#)) customer care division in an asset purchase transaction. Boston Communications services the top five U.S. wireless operators and approximately 70 wireless carriers and resellers, positioning them as a clear leader in both the prepaid and post-paid wireless services market. This acquisition is consistent with TeleTech's vertical market expansion plans, greatly enhancing its strategic position in the wireless market. TeleTech purchased the customer care division of BCGI in a cash transaction valued at \$15 million, including a \$13 million cash payment and assumption of approximately \$2 million of liabilities. The acquisition will be accounted for under the purchase method of accounting. Under the terms of the agreement, BCGI could receive additional cash payments, totaling up to an additional \$20 million over four years, based upon achievement of predetermined revenue targets for its customer care division. The transaction received clearance under the Hart-Scott-Rodino Antitrust Improvements Act and closed on November 7, 2000. Per the agreement, TeleTech and Boston Communications Group also formed a strategic alliance and have begun to jointly market and sell their products on a worldwide basis, bringing a powerful suite of pre- and post-paid services, billing and eCRM capabilities to wireless carriers and the emerging mobile/electronic commerce market. TELETECH PROFILE Founded in 1982, TeleTech is the leading provider of integrated, eCommerce-enabling customer relationship management solutions (eCRM) for global organizations predominantly in the telecommunications, financial services, technology, government and transportation industries. TeleTech has operations in ten countries which include Argentina, Australia, Brazil, Canada, Mexico, New Zealand, Singapore, Spain, the U.K. and the U.S. TeleTech's eCRM capabilities, including B2B electronic channel management and database management, help companies inform, acquire, service, grow and retain their customers throughout the entire relationship lifecycle. Its innovative customer interaction platform, CyberCare, integrates the full spectrum of voice and Internet communications, including custom e-mail response, "chat" and extensive Web co-browsing capabilities. Through 43 customer interaction centers in the Americas, Europe and Asia, TeleTech couples high-velocity e-infrastructure service deployment with premier quality e-customer relationship management to assure our clients unparalleled success in acquiring, retaining and growing customer relationships. Information regarding TeleTech Holdings can be found on the Worldwide Web at <http://www.teletech.com>. BOSTON COMMUNICATIONS GROUP PROFILE Founded in 1988, BCGI provides universal real-time transaction processing and payment services as well as other enhanced voice and data services to wireless carriers through its Intelligent Voice Services Network (IVSN) and its proprietary, highly scalable transaction processing platform. Through this unmatched nationwide real-time infrastructure, BCGI provides one or more of its services to approximately 70 wireless carriers and resellers, including the five largest domestic carriers. At the heart of its IVSN is BCGI's prepaid wireless service that has emerged as North America's largest real-time billing network. BCGI's prepaid IVSN now serves over 2.7 million subscribers, handling more than a billion minutes of prepaid wireless phone use per year. Please visit BCGI's web site at <http://www.bcgi.net>. FORWARD LOOKING STATEMENTS Statements not based on historical fact are forward-looking statements that involve substantial risks and uncertainties. Under the provisions of the Private Securities Litigation Reform Act of 1995, TeleTech cautions investors that actual results may differ materially from those expressed or implied due to various risks and uncertainties. Such factors include, without limitation, difficulties and unforeseen costs may arise in the integration of Boston Communications Group's business and operations; compatibility and integration difficulties may occur between the operating systems, software or hardware of TeleTech and Boston Communications Group; and TeleTech's success may be adversely affected by market demand and by competition from new and existing entrants into the CRM market. TeleTech's future results may also be impacted by the other risk factors listed in its Annual Report on Form 10-K and in other SEC filings. TeleTech undertakes no obligation to update its forward looking statements after the date of this release. SOURCE TeleTech Holdings, Inc.

Web site: <http://www.teletech.com>

Company News On-Call:

<http://www.prnewswire.com/comp/107907.html>

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