



TeleTech and bmibaby Launch National Reservations and Customer Care Center

February 5, 2003

DENVER, Feb. 5 /PRNewswire-FirstCall/ -- TeleTech Holdings, Inc. (Nasdaq: TTEC), a leading global provider of customer management solutions, today announced it signed a multi-year agreement with bmibaby, the United Kingdom's fastest growing, low-cost airline.

Under terms of the multi-year agreement, TeleTech will provide reservations and customer service to bmibaby's customers in 11 countries. Launched in 2002, bmibaby provides low-cost fares to many destinations throughout the United Kingdom, as well as to other European countries including Belgium, France, Italy, Germany, Spain, and Switzerland, among others.

As a leading low-cost, European airline, bmibaby utilizes the Internet as its primary customer relationship channel, providing on-line airfare inquiries, destination information, reservations, and customer service. To enhance bmibaby's marketing efforts, TeleTech will provide an integrated customer care solution, as well as support customers who are not Internet-enabled.

"We are pleased with the successful launch of our reservations and customer service operation," said Tony Davis, managing director of bmibaby. "Partnering with TeleTech increased our speed to market, and allowed us to remain focused on our core business. With flights originating from both Edinburgh and Glasgow airports, we are pleased the reservations and customer service operations are located in Scotland, and believe the decision to serve our customers from TeleTech's Glasgow center will further demonstrate our commitment to Scotland."

"We are delighted to be working with bmibaby," said William Walker, President of TeleTech Europe. "Leading companies like bmibaby maintain a low cost structure by reaching the majority of their customers via the Internet, yet recognize the importance of providing exceptional customer care to build and retain valuable customers. TeleTech is uniquely positioned to serve bmibaby's customers given our strong European capabilities, previous experience providing customer care services to the airline industry, and high levels of client satisfaction."

TELETECH PROFILE

For twenty years, TeleTech has managed the customer experience for some of the world's largest enterprises. TeleTech's innovative customer care services help companies acquire, serve, grow, and retain customers throughout the entire relationship lifecycle. TeleTech offers solutions to a variety of industries including financial services, transportation, communications, government, healthcare, and travel. With a presence that spans North America, Asia-Pacific, Europe, and Latin America, TeleTech provides comprehensive customer care services to global organizations. Additional information on TeleTech can be found at www.teletech.com.

FORWARD LOOKING STATEMENTS

All statements not based on historical fact are forward-looking statements that involve substantial risks and uncertainties. In accordance with the Private Securities Litigation Reform Act of 1995, following are important factors that could cause TeleTech's actual results to differ materially from those expressed or implied by such forward-looking statements, including: TeleTech's ability to predict future revenue and associated costs; lower than anticipated customer interaction center capacity utilization; the loss or delay in implementation of a customer management program; TeleTech's ability to build-out facilities in a timely and economic manner; greater than anticipated competition from new entrants into the customer care market, causing increased price competition or loss of clients; the loss of one or more significant clients; higher than anticipated start-up costs associated with new business opportunities and ventures; the potential volume or profitability of any future technology or consulting sales; TeleTech's agreements with clients may be canceled on relatively short notice; and TeleTech's ability to generate a specific level of revenue is dependent upon customer interest in and use of the products and services of TeleTech's clients. Readers are encouraged to review TeleTech's 2001 Form 10-K, first, second and third quarter 2002 Forms 10-Q, and other publicly filed documents, which describe other important factors that may impact TeleTech's business, results of operations, and financial condition. TeleTech undertakes no obligation to update its forward-looking statements after the date of this release.

SOURCE TeleTech Holdings, Inc.