



TeleTech Names Greg Hopkins As Executive Vice President of Business Development

July 8, 2004

Industry Veteran to Strengthen and Expand TeleTech Business Relationships

DENVER, July 8, 2004 – TeleTech Holdings, Inc. (NASDAQ: TTEC), a premier provider of global customer management solutions, today announced the appointment of Greg Hopkins as executive vice president of business development. His responsibilities include working with TeleTech's business unit leaders and its channel partners to secure new client agreements and expand global business relationships.

Hopkins's career spans over 19 years in the domestic and global sales and marketing industries. Most recently, he was vice president and general manager of global markets at Telwares Communications, LLC, a company that sources, negotiates, and manages large telecommunications contracts for Fortune 500 companies. Prior to Telwares, Hopkins was executive vice president of Virtela Communications, where he developed a global sales and pre-sales engineering team. Hopkins also served as western region vice president at AT&T Global Services and corporate accounts vice president at Inacom Information Systems. During his tenure at AT&T and Inacom, he generated more than \$4 billion in contract revenue while establishing long-standing relationships with Fortune 500 senior executives.

"We know that there are significant global business opportunities for TeleTech in today's marketplace," said Kenneth Tuchman, TeleTech's chairman and chief executive officer. "As a member of our experienced management team, Greg will strengthen TeleTech's reputation as an international competitor with a proven track record in deploying large, complex customer management solutions to corporations throughout the world. I believe he will contribute greatly to our strategy to diversify revenue and drive long-term profitable growth."

ABOUT TELETECH

TeleTech is a global leader of integrated customer solutions designed to help clients acquire, grow, and retain profitable relationships with their customers. TeleTech strengthens customer relationships for its clients by providing a combination of technologies, processes, and professional services. Headquartered in Denver, Colo., TeleTech's worldwide capabilities are supported by more than 33,000 professionals in North America, Latin America, Asia-Pacific, and Europe. For additional information, visit 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 and its subsidiaries' actual results to differ materially from those expressed or implied by such forward-looking statements, including: under generally accepted accounting principles, the revenues, expenses, and profits associated with the launch of new client agreements may be expensed up front or deferred over the life of the client contract, and, accordingly, the profitability of these agreements may be disproportionately skewed toward later periods; the possibility of the company's Database Marketing and Consulting segment not returning to historic levels of profitability; the impact to future earnings related to refinancing the company's debt agreements, including owing a make-whole provision associated with the company's senior note agreements, among others; economic or political changes affecting the countries in which the company operates; greater than anticipated competition in the customer care market, causing adverse pricing and more stringent contractual terms; the risks associated with losing one or more significant client relationships, or early termination of a client agreement; execution risks associated with operating individual client programs to avoid incurring penalties; the renewal of client or vendor relationships on favorable terms; higher than anticipated start-up costs associated with new business opportunities and ventures; the company's ability to find cost effective locations, obtain favorable lease terms, and build or retrofit facilities in a timely and economic manner; risks associated with attracting and retaining cost-effective labor at the company's customer management centers; consumers' concerns or adverse publicity regarding the products of the company's clients; the company's ability to close new business in 2004 and fill excess capacity; execution risks associated with achieving the targeted annualized cost reductions; the possibility of additional asset impairments and restructuring charges; the ultimate liability associated with the amount of past sales or use tax obligations; risks associated with changes in foreign currency exchange rates; changes in accounting policies and practices promulgated by standard setting bodies; and, new legislation or government regulation that impacts the customer care industry. Readers should review the company's Annual Report on Form 10-K for the year ended December 31, 2003, Quarterly Report on Form 10-Q for the quarter ended March 31, 2004, and other documents filed with the Securities and Exchange Commission (SEC). These SEC filings describe in greater detail the items discussed above and other important factors that may impact the company's business, results of operations, financial condition, and cash flows. The company assumes no obligation to update its forward-looking statements to reflect actual results or changes in factors affecting such forward-looking statements.