



TeleTech and Best Western International Forge Multi-Year Agreement

February 14, 2005

TeleTech to Deliver Global Premier Customer Management Solutions

DENVER, Feb. 14 /PRNewswire-FirstCall/ -- TeleTech Holdings, Inc. (Nasdaq: TTEC), a leading global provider of customer management and business process outsourcing (BPO) solutions, today announced a multi-year agreement with Best Western International, the world's largest hotel chain.

Under terms of the three-year agreement, TeleTech will provide multilingual support for Best Western International's customer loyalty program and reservations, while helping drive increased customer satisfaction, brand loyalty, and operational effectiveness for the company. Partnering with TeleTech gives Best Western International the ability and flexibility to scale according to market and customer demand. Chosen because of its 23 years of knowledge and skill in managing the entire customer experience, TeleTech will help the company improve customer satisfaction internationally by enabling access to advanced customer management technologies.

"Best Western International is committed to providing a world-class customer experience," said William Jansen, vice president, worldwide reservation services, Best Western International. "The agreement with TeleTech will allow us to provide the highest level of service to our hotel visitors while realizing significant cost efficiency and organizational flexibility."

"Working with TeleTech allows the management of Best Western International to focus resources and funds on its core business, thus delivering value to its bottom line," said Greg Hopkins, executive vice president, business development, TeleTech. "TeleTech can strategically help the world's largest hotel chain improve cost efficiency while providing access to new technologies. And, our integrated technologies and services are designed to further enhance their customer loyalty and satisfaction."

ABOUT BEST WESTERN INTERNATIONAL

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN(R) with more than 4,100 hotels in 80 countries and territories. It is a membership association of independently owned and operated hotels that provides marketing, reservations and operational support to its members.

ABOUT TELETECH

TeleTech is a premier global business services company that provides a full range of front- to back-office solutions including customer management, BPO, database marketing, and outsourced services to measurably enhance clients' core customer management processes. TeleTech's proven ability to create innovative strategies, combined with its global technology platform and delivery infrastructure, helps clients increase revenue, lower costs, and delight and retain their customers around the world. TeleTech's products and services, proprietary process, and recognized capabilities to implement complex global projects make the company a valued partner for clients that include Global 1000 businesses and governments. TeleTech partners with clients offering 150 languages, through its more than 33,000 employees, in 17 countries. For additional information, visit www.TeleTech.com.

FORWARD-LOOKING STATEMENTS

This press release may contain certain forward-looking statements relating to future results. The Private Securities Litigation Reform Act of 1995 provides a safe harbor for forward-looking statements. These forward-looking statements are subject to risks and uncertainties that may cause TeleTech's and its subsidiaries' actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to the following: the ability to achieve the Company's three-year financial goals and targeted cost reductions; the ability to successfully launch and generate revenue from new product introductions; the estimated revenue associated with new or renewed client agreements; the possibility of the Company's Database Marketing and Consulting segment not returning to historic levels of profitability; greater than anticipated competition in the customer care market, causing adverse pricing and more stringent contractual terms; risks associated with losing or not renewing significant client relationships, or early termination of a client agreement; the Company's ability to close new business and fill excess capacity; consumers' concerns or adverse publicity regarding the products of the Company's clients; higher than anticipated start-up costs or lead times associated with new ventures or business in new markets; execution risks associated with performance-based pricing metrics in certain client agreements; execution risks associated with achieving targeted annualized cost reductions; 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 business interruption due to weather-related events; risks associated with attracting and retaining cost-effective labor at the Company's customer management centers; the possibility of additional asset impairments and restructuring charges; risks associated with changes in foreign currency exchange rates; economic or political changes affecting the countries in which the Company operates; changes in accounting policies and practices promulgated by standard setting bodies; and, new legislation or government regulation that impacts the customer care industry.

Please refer to the Company's filings with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the year ended 2003 and other more recent SEC filings, for a detailed discussion of factors 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.

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