



TeleTech Completes Acquisition of Digital Acquisition Marketing Firm WebMetro

August 12, 2013

Industry leader adds new digital acquisition marketing capabilities to TeleTech's Customer Growth Services Division, Revana

DENVER--(BUSINESS WIRE)--Aug. 12, 2013-- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading global provider of data-driven, technology-enabled customer engagement solutions, announced today that it has completed the acquisition of WebMetro, a digital acquisition marketing firm based in San Dimas, California. WebMetro, recognized this year by [Advertising Age](#) magazine as one of the top 25 U.S. Search Marketing Agencies, will become part of TeleTech's Customer Growth Services division, [Revana](#).

"We are excited to have completed the acquisition of WebMetro and we welcome the team to the TeleTech family," said Judi Hand, Revana president and general manager. "With the addition of WebMetro to Revana, we can now provide clients with an end-to-end capability that tightly integrates sales and marketing across all digital platforms including web and mobile. This acquisition is positioned at the heart of digital marketing, one of the fastest growing sales channels. Adding WebMetro's online performance marketing capability to our integrated sales and marketing solution will enable our clients to experience more predictable and effective ways to generate revenue."

Revana provides Global 1000 clients with technology-enabled services for customer acquisition, retention and growth. WebMetro will become a key part of the customer acquisition offering with its scalable technology and data-driven approach to identifying and qualifying new prospects as they begin the consideration phase of the purchase cycle. For additional information about this acquisition please visit: www.teletech.com/webmetro

ABOUT WEBMETRO

Competitive brands engage WebMetro to create and implement successful integrated marketing strategies for increasing online market share, lowering acquisition costs and penetrating new markets. The digital acquisition marketing firm provides paid search, SEO, mobile search, user engagement and conversion rate optimization services and online media strategies. WebMetro was founded in 1995 and is based in San Dimas, California. For additional information, please visit www.webmetro.com.

ABOUT REVANA

As a recognized leader in technology-enabled revenue generation solutions, Revana helps top brands navigate and profit from change. Utilizing the latest technology and best practices, Revana provides integrated sales and marketing solutions for lead generation, customer acquisition, onboarding, lifecycle digital marketing, analytics, account management and retention. Recognized by the Stevie Awards in 2012 and 2013 [Sales Outsourcing Provider of the Year](#), Revana serves clients across a variety of countries and industries, including communications and media, high technology, online advertising and retail, automotive, financial services and healthcare. Revana is a wholly-owned subsidiary of TeleTech Holdings, Inc. For additional information, visit www.revana.com.

ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of data-driven, technology-enabled services that puts customer engagement at the core of business success. The Company offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's more than 39,000 employees deliver results for clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the Company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit www.TeleTech.com.

FORWARD-LOOKING STATEMENTS

Statements in this press release that relate to future results and events (including statements about future financial and operating performance) are forward-looking statements based on TeleTech's current expectations. Actual results and events in future periods could differ materially from those projected in these forward-looking statements because of a number of risks and uncertainties including: achieving estimated revenue from new, renewed and expanded client business as volumes may not materialize as forecasted, especially due to the global economic slowdown; the ability to close and ramp new business opportunities that are currently being pursued or that are in the final stages with existing and/or potential clients; our ability to execute our growth plans, including the successful integration of acquired companies and the sales of new products; the possibility of lower revenue or price pressure from our clients experiencing a business downturn or merger in their business; greater than anticipated competition in the customer management industry, causing adverse pricing and more stringent contractual terms; risks associated with losing or not renewing client relationships, particularly large client agreements, or early termination of a client agreement; the risk of losing clients due to consolidation in the industries we serve; consumers' concerns or adverse publicity regarding our clients' products; our 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, fires, pandemic, or terrorist-related events; risks associated with attracting and retaining cost-effective labor at our delivery centers; the possibility of asset impairments and restructuring charges; risks associated with changes in foreign currency exchange rates; economic or political changes affecting the countries in which we operate; changes in accounting policies and practices promulgated by standard setting bodies; new legislation or government regulation that adversely impacts our tax obligations, healthcare costs or the customer management industry; service interruptions, security threats or other disruptions at our facilities relating to our computer and telecommunications equipment and software systems; our ability to develop and protect our intellectual property and contractual rights and avoid infringement; disruptions in the supply chain of the Customer Technology Services segment; risks associated with unauthorized disclosure of sensitive or confidential client and customer data; compliance with credit facility covenant restrictions;

and our ability to obtain financing and manage counterparty credit risks from financial institutions. A detailed discussion of these and other risk factors that could affect our results is included in TeleTech's SEC filings, including its Annual Report on Form 10-K for the year ended December 31, 2012. The Company's filings with the Securities and Exchange Commission are available in the "Investors" section of TeleTech's website, which is located at www.teletech.com. All information in this release is as of August 12, 2013. The Company undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the Company's expectations.

Source: TeleTech Holdings, Inc.

TeleTech Holdings, Inc.

Investor Contact

Paul Miller, 303-397-8641

or

Media Contact

Jeanna Blatt, 303-397-8507