



**PRESS RELEASE**

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**TELESERVICES EXPERT JOINS APEX COVANTAGE**

***Christie Anderson Brings Well-Rounded, Results-Based Focus To Account Management Team***

**HERNDON, VA–August 24, 2004** – Apex CoVantage, a leading provider of knowledge-based business services, announced today that Ms. Christie Anderson has joined the company as an Account Manager in the teleservices group. Ms. Anderson is responsible for ensuring client satisfaction and program results in the health care, financial and consumer industries, among others.

Ms. Anderson has more than 15 years of experience in call center services with wide-ranging expertise that includes account management, call center management, resource allocation, staffing, training, regulatory compliance, and Service Level Agreement compliance. As an executive vice president of client services at Innovative Marketing Strategies, Ms. Anderson had complete responsibility for servicing all accounts, totally more than \$25 million. As a vice president at TeleSpectrum Worldwide, she had direct oversight of 40 programs, managing \$7.5 million per month in telemarketing activity, where she administered such accounts as MBNA, Discover, Chase, and Fleet.

“Christie Anderson is an exciting addition to the Apex CoVantage team,” commented Thomas Maddux, leader of the teleservices group. “Few people see the relationship between call center operations, teleservices program design and business results as clearly as Christie. She knows how to structure programs for maximum conversion, revenue and profitability. That’s why our clients like to work with her.”

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**About Apex CoVantage**

Apex CoVantage ([www.apexcovantage.com](http://www.apexcovantage.com)) is a US-owned provider of Business Process Outsourcing (BPO) services. The company opened its first BPO service center in 1988 and subsequently pioneered the market for offshore services. Today, Apex CoVantage provides a full suite of Teleservices, ePublishing, Engineering and Back-Office solutions from a global network of service centers. The company’s clients include many of the largest, fastest growing and most admired companies in the United States, Europe and Australasia, and in every industry and every service area, these clients are realizing break-through business results in partnership with Apex CoVantage.