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# Press Release

## Synergy Solutions Appoints Christa Heibel as Chief Operating Officer

Phoenix, AZ – Effective April 16, 2012, Synergy Solutions, Inc., a premier provider of outsourced customer contact solutions, announces the appointment of Christa Heibel to the role of Chief Operating Officer. Christa will join Synergy's founder and President Lori Fentem (President) as the company continues its strategic focus on growing its contact center operations in the United States.

The addition of Heibel will allow the Synergy team to align their focus with their unique abilities, while creating additional bench-strength to pursue the company's growth objectives. Under Heibel's leadership, Synergy will continue to provide world class service to its client partners, while focusing on people and technology solutions to offer a wider array of services.

"I am personally thrilled that Christa has joined our Synergy team. She brings a wealth of experience, creativity and energy that will allow us to continue to deliver superior service to our clients while also expanding our value delivery and growing our company" commented Synergy Solutions President, Lori Fentem.

Heibel brings to Synergy over 25 years of experience within the customer contact industry and has served in a multitude of leadership roles including extensive experience with contact center operations, development of integrated marketing campaigns, consulting and project management and corporate governance. Heibel has worked with the Synergy team previously in several business ventures over the course of the past decade and is uniquely aligned with Synergy's culture of teamwork and innovation.

"I am excited to be working with Synergy Solutions again in this capacity- they have been a strategic partner and client of mine in the past and I am intimate with the high quality of work they do. I look forward to leading this experienced organization into the next phase of growth, technology and integration trends that make Synergy invaluable to their clients" says Heibel.

Heibel will oversee corporate infrastructure and service operations offered by Synergy throughout the United States.

*About Synergy Solutions, Inc.*

*Synergy Solutions, Inc., headquartered in Phoenix AZ, specializes in providing innovative customer contact solutions on behalf of Fortune 500 companies in a variety of industries, including healthcare, insurance, financial services, retail ,telecommunication and publishing. Synergy Solutions utilizes proven acquisition and retention techniques to solidify and expand customer relationships through the use of intelligent people and emerging technology. Synergy Solutions has operations in Phoenix, AZ, Scottsdale, AZ; Tempe, AZ;; Pensacola, FL; Bemidji, MN; and Dallas, TX.*

*Synergy Solutions' headquarters are located at 20235 N. Cave Creek Road, Suite 104-612, Phoenix Arizona, 85024. For more information about Synergy Solutions visit [www.synergysolutionsinc.com](http://www.synergysolutionsinc.com).*

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