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Contact information:

Lori Fentem

Synergy Solutions, Inc.

Phone: 602-296-1600

Fax: 602-296-1647

Email: lfentem@callsynergy.com

Website: www.synergysolutionsinc.com

Phoenix Executive Contributes to Career Ideas for Kids

Phoenix, AZ – January 23, 2008. Lori Fentem, President of Synergy Solutions, Inc., a premier provider of outsourced teleservices, is proud to have contributed to the *Career Ideas for Kids who like Talking* book, by author Diane Lindsey Reeves with Lindsey Clasen. This book is part of the Career Ideas for Kids series. This series, designed for kids in grades 5-9, explores a wide range of career options based on specific interests and helps kids link their talents to a variety of actual professions.

Career Ideas for Kids who like Talking provides a broad range of career possibilities for kids who have exceptionally good communication skills and enjoy verbal interaction. In this book, exciting job profiles outline each career and interviews with seasoned professionals offering first-hand insights on what each profession is really like. Highlighted career profiles cover a range of professions that involve verbal communication including air traffic controller, broadcaster, hotel manager, news reporter, publicist, retailer, speech pathologist and telemarketer among others.

Lori Fentem introduces school-aged kids to the world of Telemarketing by sharing her career story, which began as a Telemarketer when she was 15 years old, while today she serves as Founder and President of Synergy Solutions, an outsourced teleservices provider with seven locations and over 1200 employees. Her career within the teleservices channel spans over 25 years. Reading her profile, kids "get acquainted" with Ms. Fentem. They "take a trip" and cruise down the telemarketing career highway, exploring a career option in the call center services industry. Kids who like to talk will discover what it's like to build a career out of talking on the telephone and find options and ideas that may be appropriate for their set of skills and match their own interests.

Ms. Fentem said, "I am honored to be able to contribute to *Career Ideas for Kids who like Talking*. The call center industry offers a variety of exciting opportunities for successful careers, including sales, customer service, fundraising, collections and market research. There are few formal educational programs available to introduce children to these career options and I sincerely hope that my experience of starting on the phones and working my way up through corporate management will inspire children who enjoy talking to explore a career in the call center industry."

About Career Ideas for Kids:

The Career Ideas for Kids series helps middle school kids discover personal strengths, talents and ambitions to explore occupational opportunities through career exploration, school-to-work and school-to-career curriculum and resources. For more information visit their website: www.careerideasforkids.com.

About Synergy Solutions, Inc.

Synergy Solutions, headquartered in Phoenix, Arizona is a supplier of outsourced teleservices solutions. Synergy Solutions provides client interaction solutions for many of the nation's largest companies and has experience across many industries including financial services, healthcare, insurance, telecommunications, retail, publishing, and utilities. The Company's strength lies in its ability to offer program expertise and technical resources of a large outsourcer while being able to maintain the customized hands-on management style typically found only in small companies. The Company is a Platinum member of the American Teleservices Association (ATA) and committed to the future of the

teleservices channel. Synergy Solutions also operates call centers in Phoenix, AZ; Milbank, SD; Johnson City, NY; Bemidji, MN; International Falls, MN; Seminole, OK and Ft. Kent, ME.

Synergy Solutions' headquarters are located at 4451 East Oak Street in Phoenix, Arizona, 85008. For more information about Synergy Solutions, contact Lori Fentem at 1-800-547-0504. You may also email at info@callsynergy.com or visit www.synergysolutionsinc.com.

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Exceptional Quality Earns Synergy Solutions MVP Silver Quality Award

Phoenix, AZ – January 23, 2008. Synergy Solutions, Inc., a premier provider of outsourced teleservices, has been named a recipient of a 2007 Silver MVP Quality Award from Technology Marketing Corporation (TMC®)'s *Customer Inter@ction Solutions®* magazine. This is the third consecutive year Synergy has been recognized for its exceptional quality.

For 15 years, *Customer Inter@ction Solutions* magazine has honored companies that have exemplified the highest commitment to quality, excellence and customer service with an MVP Quality Award. All applicants for this award must present a 16-point essay describing an actual and verifiable case study of a specific teleservices program and its results, detailing policies on quality, core values and procedures, including human resources, technologies, customer services, ergonomics and public image that are used to establish, sustain and measure the program's quality. Judging involved assigning a numerical point value from one to ten for each of the 16 evaluation points.

"The award application process was arduous," remarked Synergy president, Lori Fentem, "but it challenged us to think through how and why we do what we do for our customers – things like how we measure customer satisfaction, what makes it easy to do business with our firm and what we do to demonstrate our commitment to quality."

Synergy's case study focused on a strategic and innovative solution for a leading company specializing in performance measurement for the healthcare industry. One of the services offered by this company is patient satisfaction surveys, and Synergy's objective was to conduct outbound telephonic surveys of recently discharged patients to gather feedback on their experience.

About TMC:

Technology Marketing Corporation (TMC®) publishes *Customer Inter@ction Solutions* magazine. For more information about visit: www.tmcnet.com.

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FOR IMMEDIATE RELEASE

Contact information:

Corey Conklin

Synergy Solutions, Inc.

Phone: 602-296-1600

Fax: 602-296-1647

Email: cdconklin@callsynergy.com

Website: www.synergysolutionsinc.com

Synergy Solutions Expands Johnson City Call Center

Phoenix, AZ – March 19, 2008. Synergy Solutions, Inc., a premier provider of outsourced customer contact solutions, recently announced the expansion of their call center facility in Johnson City, New York. Synergy has been operating in the area since 2000. In response to their continued growth in demand from Synergy's client base, Synergy has added 80 more workstations to their Johnson City call center, which will provide more job opportunities in the local community.

The Johnson City center, a state-of-the-art customer contact facility, is a 16,000 square foot two story building located at 701 Azon Road in Johnson City, NY. The center currently employs 130 professional customer contact representatives. With the addition of 80 workstations, at full capacity, up to 100 more employees will be needed for operation. Continuing their commitment to the local area, Synergy is expecting to expand the center's workforce to 240 employees within the next four months. Local recruitment efforts are expected to begin immediately. "Our entire team is very excited about the expansion and Synergy's ability to create more employment opportunities in the area," said Ron Gruss, Center Manager.

Corey Conklin, Founder and Chief Operating Officer of Synergy Solutions, stated, "For the past seven and a half years the amazing people of Synergy's Johnson City site have demonstrated superior sales and customer support to many of our clients. Client demand for growth is extremely high and recruitment is so strong that expanding to the second floor of our current building was an easy decision. Synergy's new team members will be working on behalf of one of America's leading telecommunications companies, providing sales and service support to many product lines across the country. This three year contract was awarded in December of 2007 and operations are scheduled to begin mid-April 2008."

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Synergy Ranks in Top 50 Teleservices Agencies

Phoenix, AZ – March 20, 2008. Synergy Solutions, Inc., a premier provider of outsourced teleservices, announced today that Technology Marketing Corporation's (TMC®) *Customer Interaction Solutions®* magazine has ranked Synergy as one of the 2008 Top 50 Teleservices Agencies in both Inbound and Outbound Teleservices. This is the sixth consecutive year that Synergy has been recognized with the Top 50 award.

Customer Interaction Solutions magazine's exclusive 23rd Annual Top 50 Teleservices Agencies Ranking recognizes the top outbound and inbound teleservices agencies, both domestic and international, well as interactive inbound, as measured by the amount of billable teleservices minutes they have completed during the past year. The Top 50 Outbound Teleservices Agencies rankings are published in the March 2008 issue of *Customer Interaction Solutions* magazine and the Inbound ranking will be published in the April 2008 issue.

About TMC:

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Synergy Solutions expands into Pensacola, Florida

Phoenix, AZ – October 14, 2008. Synergy Solutions, Inc., a premier provider of outsourced customer contact solutions, recently announced the opening of its newest customer contact center in Pensacola, Florida. This is Synergy's seventh center opened since beginning operations in January 2000, and brings total employees to over 1200.

The Pensacola facility is a 130-seat state-of-the-art customer contact center that Synergy recently acquired from ChoicePoint Precision Marketing. Synergy began operations in a portion of the facility in May 2008 and then acquired the remaining facility from ChoicePoint in September 2008, which included ChoicePoint outsourcing all teleservices work at the facility to Synergy. As part of the acquisition, Synergy hired many of ChoicePoint's site-based management and teleservices professionals. Synergy dispatched an implementation team to prepare the site for the launch of operations and relocated several existing employees to the Pensacola area for this initiative. Josh Kissel, former Call Center Manager from Synergy's site in Bemidji, Minnesota, has relocated to Pensacola to serve as Call Center Manager for Synergy's newest site. Synergy offers inbound and outbound call center services in Pensacola for its clients in the insurance and financial services industries.

Corey Conklin, Co-founder and Chief Operating Officer of Synergy Solutions, stated that "...the company is excited about this opportunity to expand our business in Pensacola and are looking forward to a long relationship with our employees and the community. We're pleased to be here. The response to our recruiting efforts and the support we have received has been excellent."

Synergy's centralized technology and telephony network allow it to deploy remote sites rapidly and with maximum efficiency. Synergy is opening this site to meet the increasing demand for its services from its current clients as well as new clients.

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Lori Fentem Receives Distinguished Industry Awards at ATA Annual Conference

Phoenix, AZ – October 15, 2008. Synergy Solutions, Inc., a premier provider of outsourced teleservices, announced today that the American Teleservice Association (ATA) has awarded Synergy President, Lori Fentem, with a 2008 Chairman's Award for Distinguished Leadership and is also the first recipient in the Philanthropic Spirit category of their Making a Difference Awards. This award is given to an individual who exemplifies the spirit of philanthropy by inspiring his/her company/chapter to commitment and involvement in the community through contributions of service, time, leadership and/or monetary donations. Ms. Fentem was involved with the conceptualization and launch of the ATA's CALL CENTERS CARE team which has evolved from a few participants in 2006 to a critical mass of people nationwide from the call center industry banding together in philanthropy to support great causes such as the fight against Domestic Violence, Habitat for Humanity, and providing toys for the neediest pediatric patients at the Maricopa County Medical Center.

On October 7th, Ms. Fentem was presented with both prestigious awards at a Reception and Awards Gala at the 25th Annual ATA Convention and Expo in San Antonio, Texas.

"I am so humbled to receive both of these awards. My involvement with philanthropy both in my company and with the Arizona Chapter of the ATA has been an incredibly rewarding experience. The efforts of the CALL CENTERS CARE team have evolved to become a nationwide assembly of caring individuals who are making a difference for a variety of worthy causes and simultaneously uplifting the image of the Call Center industry," remarked Ms. Fentem.

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The American Teleservices Association (ATA) is a non-profit trade organization representing more than 4,000 companies that use contact centers as the primary channel of operations. Ms. Fentem serves on ATA National Board of Directors and on the ATA's Self Regulatory Organization (SRO) Steering Committee. She founded the Arizona Chapter of the ATA in 2003 and serves as an Executive Member of the ATA Arizona Chapter Board. Ms. Fentem is also first ever recipient of the ATA Fulcrum Award recognizing her volunteer efforts for the teleservices channel.

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