

WELCOME TO CLEVELAND COUNTY, NC



CLEVELAND 20/20



NEWS

For Immediate Release
January 8, 2007

Telerox Selects Kings Mountain, Cleveland County North Carolina for Contact Center

Shelby, NC – January 8, 2007 – Today at 2:00 pm at the Cleveland County Chamber Norm Bresemann, Senior Vice President of Support Services announced that Telerox, a leading outsource partner that provides world-class customer care services, has chosen Kings Mountain, Cleveland County North Carolina for the location of its sixth customer contact center. Ranked a “Top Outsourcer” in 2006 by *Contact Center World*, Telerox was distinguished in inbound services among mid-size service providers. “I applaud Telerox for selecting Cleveland County for this facility,” said Senator Walter Dalton (D-Cleveland-Rutherford). “This is evidence that our recovery is real and is a testament to the area’s great workforce.” “We are excited Telerox is coming to Cleveland County. This is a good company that will provide great jobs to Cleveland County residents,” Representative Tim Moore explains. “I am pleased that the State of North Carolina was in a position to assist the Cleveland County Economic Development Office in bringing this company to our community. This shows we are continuing on the road to economic recovery.”

Telerox Senior Vice President Norm Bresemann said the company chose North Carolina for its newest location because, “We are very impressed with the service orientation and work ethic of the people of North Carolina and the spirit of cooperation and community support within the State, Cleveland County, Gardner-Webb University and Cleveland Community College.” In addition, Bresemann said the company was “overwhelmed with the hospitality and interest in our business that the citizens of Shelby, Kings Mountain, and the Cleveland Chamber of Commerce have demonstrated.”

Kings Mountain was selected based on its lower-cost, diverse labor pool, growth potential, community receptivity, and the commitment of the state and local government to continued investments in education, worker training, and infrastructure. “The community is welcoming and service-oriented, offering an available, quality workforce,” stated Amy Abrams, President of Telerox. Development is currently underway for a new 60,000 square foot facility. The site will have the capacity to accommodate over 450 customer service representatives and support staff.



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"We are confident that Cleveland County offers a labor pool that will maintain and enrich the high standards Telerox sets in managing and strengthening these customer relationships on behalf of our clients," says Group Vice President and General Manager Holly Beatty.

Telerox helps blue chip companies interact with their customers via multi-channel contacts including phone, email, the Internet, mail, and fax. Customer service representatives are trained to enhance customer relationships, strengthen repurchase intent, build brand and corporate loyalty, and maximize customer lifetime value.

"We form long-term relationships with service-oriented companies to handle their ongoing customer care initiatives," explained Abrams. "We provide relationship management services to a diverse array of industries, including restaurant/retail; consumer durable goods; consumer packaged goods such as food and beverage products, personal care and household products, as well as the healthcare industry."

Telerox's focus on complex, customer care services and its comprehensive service offering designed to build relationships and product loyalty has resulted in its ongoing growth and development – from the number of clients it serves and programs it handles – to its staff, areas of expertise, capabilities, facilities, and revenue. As more and more companies are recognizing the value of interacting with and building relationships with their customers, they are turning to Telerox for leadership and guidance in managing customer interactions and strengthening relationships. On behalf of its impressive list of clients, Telerox interacts with millions of consumers, patients, and healthcare providers every year.

Telerox will begin hiring staff for its Kings Mountain, Cleveland County facility soon. The company will be looking for associates who have excellent customer service skills, an affinity for the product or service they represent – as well as the ability to identify with and respond to the emotional needs of callers. Telerox is also interested in receiving information from technology experts, health care and contact center management professionals, and support personnel. Interested applicants can call 1-800-2-Telerox, send resumé to JobInquiry@Telerox.com, or visit our web site at www.telerox.com.



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The One North Carolina Fund assists the state in industry recruitment and expansion by providing grants to attract business projects that will stimulate economic activity and create jobs in the state. Through the use of this Fund, more than 20,000 jobs and \$3 billion in investment have been created since 2001. One NC Fund grants require local matching funds, and this grant is contingent upon approval of a grant by the Cleveland County Board of Commissioners.

Telerox's corporate headquarters and contact center – as well as its corporate operations center – are located in Horsham, Pennsylvania. Additional contact centers are located in Allentown, Pennsylvania; Wilkes-Barre, Pennsylvania; El Paso, Texas; and Penticton, British Columbia.-



History & Heritage

Innovative from the start

Telerox was founded in an entrepreneurial spirit in 1980 – initially developing an innovative marketing technique by harnessing the cost-efficiency of telephones to deliver increased sales and better communication within the pharmaceutical and healthcare industry.

A decade of growth and diversification

By the early 90's, Telerox was able to leverage its experience and expertise in dealing with complex and sensitive issues to other consumer-focused companies. Consumer product companies were just beginning to recognize the importance of building strong relationships with their customers – and the powerful impact of placing toll-free numbers on product packaging.

Becoming a category leader

As consumer relationship management grew in the late 1990's, Telerox outperformed the industry. By leveraging best practices across the healthcare and consumer products industries, the company quickly became recognized as the customer care category leader.

Today, Telerox continues to blaze the trail – evolving customer care to the next level – and enjoying long-term strategic partnerships with an impressive list of clients. On their behalf, Telerox interacts with millions of consumers, patients, healthcare providers and other influencers every year.



Responses to Media Inquiries

Why did Telerx select Kings Mountain/Cleveland County, NC?

After an extensive search of eight southeastern US communities, we selected Kings Mountain/Cleveland County based on its lower-cost, diverse labor pool, growth potential, community receptivity, and the commitment of the governor's office to continued investments in education, worker training, and infrastructure. The community at large is welcoming and service-oriented, offering an available, quality workforce.

Did Telerx receive any incentives for locating here?

Yes, Telerx received incentives from the Job Development Investment Grant Program and the One North Carolina Fund. The One North Carolina Fund assists the state of North Carolina in industry recruitment and expansion by providing grants to attract business projects that will stimulate economic activity and create jobs in the state. One NC Fund grants require matching funds from local governments, and this grant is contingent upon approval of a grant by the Cleveland County Board of Commissioners.

How large will the facility be?

Development is currently underway for a 60,000 square foot facility.

When will the facility be completed?

We expect the facility to be completed by end of May 2007.

What clients will be located here?

We are currently in discussion with several clients and prospects about the possibility of locating their contact center here.

Who are your clients?

Telerx's client list reads like a "Who's Who" of FORTUNE 500 companies. We handle incoming consumer contacts on behalf of some of the world's leading manufacturers of consumer products and durable goods, including food and beverages, personal care products, electronics, appliances, toys, and home improvement products. We also work

with some of the world's leading pharmaceutical companies – producers of prescription and over-the-counter medications. You'll see our clients' products if you look through your kitchen cabinets – as well as your medicine chest.

What do your customer service representatives do?

As a specialist, Telerx's dedicated teams of highly trained customer service representatives increase customer satisfaction – and, thereby increase business advantage for our clients – by interfacing with customers via phone, email, white mail, fax and Internet-based customer support. They educate consumers about the products they use everyday – answering questions like how to use and where to buy them. They work exclusively on behalf on one client, becoming experts in that company's products and serving as its frontline to consumers.

What do you look for when you are recruiting associates?

We look for associates who have excellent customer service skills, an affinity for the product or service they represent – as well as the ability to identify with and respond to the emotional needs of the consumers. Customer service representatives need to be comfortable navigating a computer in a Windows-based environment and able to type at least 25 words per minute.

How many associates will work here?

Telerx expects to create in excess of 450 jobs at the new facility.

When will you begin hiring?

We will begin hiring as soon as we have identified the client(s) who will be located at this site.

What is the average salary range?

Telerx salaries are competitive with area companies of similar size and for similar positions. Actual salary ranges are based on the requirements of each position and dependent on client requirements. Some positions require special degrees, expertise and backgrounds as well as customer service skills and experience.

Do any of the positions require special skills?

Some positions call for bilingual skills. All require keyboarding skills. Some positions require life science or healthcare degrees.

Will you bring in management from other locations, or will you hire locally?

We will hire the majority of management and associates locally.

What will the hours of operation be?

Hours of operation will depend on the client program each person is hired for.

What is Telerx's commitment to growing this site?

Telerx is committed to growing this site as programs are added and business demands warrant.

When was Telerx founded?

Telerx was founded in 1980. Although founded as an innovative marketing company to handle highly complex, customized customer interactions within the pharmaceutical and healthcare industries, today that same affinity enables us to provide multi-channel world-class customer care services to businesses across a wide spectrum of industries we serve.

How many locations do you have?

With the opening of our Kings Mountain/Cleveland County, NC location, Telerx will operate six contact centers. Our other locations are in Pennsylvania – Horsham (suburban Philadelphia), Allentown and Wilkes-Barre – El Paso, Texas, and Penticton, British Columbia.

How many associates does Telerx employ companywide?

We currently employ more than 1900 associates.

What is Telerx's annual revenue?

Since we are not a public company, we do not publish our revenue?

Who owns Telerx?

Telerx is a wholly owned subsidiary of pharmaceutical giant Merck & Co. Inc.

Does Telerx plan to open contact centers offshore?

We plan to offer locations which are responsive to our clients' needs. While this may include offshore locations, most of our clients will continue to value domestic contact handling.

What is Telerx's website address?

www.telerx.com

How is Gardner Webb University being Proactive in stimulating the economic development environment in Cleveland County?

Gardner Webb University has shown their interest in making a significant contribution to the economic development and cultural enrichment of Cleveland County with their willingness to offer an incentive for new and existing businesses.

Gardner Webb will offer tuition credits for new jobs created by both existing companies and the recruitment of new industry as follows:

100 new jobs for Cleveland County would result in 240 hours of tuition credit for the business/industry.

For each additional 50 jobs created, the University would extend an additional 120 hours of tuition credit.

Tuition credit would be provided for up to 500 new jobs.

How can this incentive be used?

The business or industry would be able to use these hours to best meet their needs. They could place individuals in any of Gardner Webb's master or bachelor programs. These credits could be used for up to five years from the date on which the new jobs were established.

How will this incentive assist Telerx Corporation?

Under this proposal, Gardner-Webb University would be offering an incentive to Telerx that has a minimum value of \$62,880 with a maximum value of \$350,400.

What are the eligibility issues for the use of these credits?

To be eligible for the new Gardner Webb University Incentive, the business or industry would have to qualify for the incentive program provided by Cleveland County Government. The number of new jobs would have to be verified by the County with assistance from the Employment Security Commission. All potential students would be required to meet the admissions requirement of the University. In programs where Gardner Webb has a limited number of slots, there must be seats available. Finally if a potential student were eligible for federal or state financial aid, such aid would be deducted from the value of the tuition credit.

Quotes

"We are overwhelmed with the hospitality and interest in our business that the citizens of Shelby, Kings Mountain, and the Cleveland Chamber of Commerce have demonstrated," said **Amy Abrams, President, Telerx Marketing, Inc.**

"We are very impressed with the service orientation, work ethics and eagerness of community members to come to work for Telerx. We are anxious to receive applications from interested and qualified candidates in the community," said **Norm Bresemann, Senior VP for Telerx**. "Anyone interested can apply at jobinquiry@telerox.com."

"Telerx is pleased to add North Carolina to our growing list of location options available to our clients," added **Linda Schellenger, Senior Vice President of Sales and Marketing**. "We are confident that Cleveland County offers a labor pool that will maintain and enrich the high standards Telerx sets in managing and strengthening customer relationships on behalf of our clients."

"This is great news and evidence that our economic recovery is real. I certainly want to congratulate Stuart and the Chamber for their fine work and congratulate Telerx for selecting a great workforce."

Walter Dalton
NC Senator

"I met with Telerx officials a few months ago to let them know Cleveland County was the perfect place to build their new facility," Congressman McHenry said. "Stuart Gilbert and the Cleveland County Chamber deserve the highest praise for their hard work in drawing in this new enterprise, which will employ more than 450 people in our community. This is excellent news for the great people of Cleveland County."

Patrick McHenry
Congressman

We are excited Telerx is coming to Cleveland County. This is a good company that will provide great jobs to Cleveland County residents. I am pleased that the State of North Carolina was in a position to assist the Cleveland County Economic Development Office in bringing this company to our community. This shows we are continuing on the road to economic recovery.

Tim Moore
NC State Representative

Quotes

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"I am delighted to welcome Telerx to the North Carolina and Charlotte Region business community. They are certainly in the "Roll Royce" class of call centers and will provide good jobs to our citizens. I also commend the Cleveland County leadership who made it possible for this project to locate in Cleveland by being aggressive in insuring that the developer of the speculative call center facility also chose Cleveland County for their project."

Ronald M. Leitch
Manager, Charlotte Regional Office

"TelereX's commitment says a lot about the workforce in smaller communities throughout the Charlotte region. It also underscores the extraordinary efforts of the Cleveland Chamber to diversify their local economy. We would like thank TelereX for their investment and we look forward to having them as a corporate citizen in the 16-county Charlotte USA region for a long time."

Ronnie Bryant, President
and CEO Charlotte Regional Partnership

"It is indeed a wonderful time to have a call center coming to Cleveland County offering initially 450 jobs, and particularly to have such an outstanding call center as Telerx. This has been a six month project to make this announcement possible and has taken the cooperation of many governmental officials, the Chamber and 20/20 Focus Economic Development, schools, businesses, and individuals all working together."

Adelaide Craver
Chairwoman, Cleveland 20/20

Cleveland County welcomes our newest industrial client and is appreciative of the confidence TelerX has in our work force. Because TelerX chose to locate in our county, we have been given, once more, an opportunity to celebrate a progressive growing economy.

Our continuance on being a focal point for attracting new businesses is attributed to the connectivity of our state legislators, local government, and state, regional, and community partners, all working together for the common goal of providing our citizens with quality job opportunities."

Chairwoman Mary S. Accor
Cleveland County Board of Commissioners

Quotes

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"First, I would like to thank TelerX for choosing to locate to Cleveland County. I would also like to thank the Cleveland 20/20 Economic Development Partnership, the Cleveland County Chamber and the state and county officials for all of the hard work in recruiting TelerX to our county. It certainly looks like 2007 will be another good year for Economic Development."

Johnny Hutchins
Cleveland County Board of Commissioners

"The City of Kings Mountain welcomes Telerx to our community. We are very proud to have Telerx as a corporate customer. This is a great day for Kings Mountain and Cleveland County. We have a great business climate and quality of life and look forward to working with Telerx in making the new operation successful."

Rick Murphrey
Mayor, City of Kings Mountain

What an exciting way to start the new year with this announcement for Telerx coming to Cleveland County. They are a great company, and the economic spin-off they will bring throughout our county will be huge. Landing Telerx represents a lot of hard work by many folks. I would like to thank Telerx for choosing our area. I am glad that 20/20 is able to start the new year off right.

Ted Alexander
Mayor, City of Shelby

"This is truly exciting news for Cleveland County and our staff looks forward to working with TelereX to develop training programs to put people to work. Cleveland Community College is committed to doing what is necessary for workforce development to make this project successful and to help Cleveland County citizens develop the skills needed to be great employees."

Dr. L. Steve Thornburg
President, Cleveland Community College