

## Contact Centre Wins Big With One of Canada's Largest Lottery Corporations

St. Catharines, Ontario, September 18, 2005 – NuComm International has been chosen by one of Canada's largest lottery organizations to provide complete contact center services. While it is not NuComm's policy to identify its clients or contract details, the undisclosed lottery corporation is determined to provide each of its patrons with a greater level of customer service by introducing the "Winner's Circle" program.

Each client belonging to the Winner's Circle will be presented with their very own private calling card, allowing them to phone into NuComm's state-of-the-art interactive voice response (IVR) service. Upon answering the Customer Satisfaction Survey (CSAT), which consists of approximately 20 questions, the data will be captured in real-time over the Internet through Web Services and sent for analysis. The responses will not only help the lottery organization better understand customers' needs, but it will also give each participant an opportunity to win a prize.

NuComm's cutting-edge IVR technology will make the project both feasible and cost-effective. It will also enable the collection of all relevant data, as the call menus will be customized to the lottery corporation's exact specifications. It is expected that NuComm's latest IVR technology will be responsible for creating more than 40,000 calls within a 3-week period.

### About NuComm

Named one of *Canada's 50 Best Managed Companies*™ in 2001, NuComm has grown to become the largest privately-held Canadian provider of customer relationship management and contact centre services across the continent. Owned and operated by a team of experienced Canadian contact centre professionals, the company is among the few contact centres operating in an ISO 9001:2000 quality-managed environment.

A leader in the North American contact centre industry, NuComm provides technical and service support, customer care and billing, data management and customer self-service programs. Clients include some of the best-known companies in the financial, cable, media & entertainment, and telecom sectors, from small and mid-sized businesses to Fortune 500 multi-nationals across the globe.

Driven by continuous innovation, NuComm offers a wide spectrum of products and services, including its highly successful OnCall™ pay-as-you-go service and Automated Voice Services business application. Truly a Canadian success story, NuComm has distinguished itself as one of the premier enterprises in the highly-competitive global contact centre industry.

In addition to its new Chatham-Kent operations, the company has branched out with other call centres operating in St. Catharines, Owen Sound, Brockville, Sault Ste. Marie, Cobourg, Temiskaming Shores, Oromocto, New Brunswick, Manila and the Philippines.