

NuComm International Finds Niche in the Brand Activation Sector

St. Catharines, Ontario, September 9, 2005 – NuComm International is proud to announce its new partnership with a North American marketing and distribution company. While it is not NuComm's policy to identify its clients or contract details, the undisclosed firm is one of the continent's most prestigious companies with multiple interests in the car, truck and SUV markets. Specifically, it employs more than 200 people throughout four regional offices and generates over 3,300 jobs at its 160 dealerships nationwide.

As part of its customer care mission, NuComm will be calling to welcome all of the client's new vehicle buyers. The purpose of this contact will also be to remind buyers of recommended maintenance and upcoming mechanical checkups. Additionally, a satisfaction survey will be conducted to assess the level of treatment customers received during the car-buying experience.

It is expected that NuComm's employees will initiate an average of 130,000 calls per month. This new relationship will garner \$1.5million in revenue for NuComm over the next year and could signal a new niche market for the company.

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.