



## **FOR IMMEDIATE RELEASE**

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## **TeleTech In Culture™ Teams with Geoscape International**

*Partnership Adds Multicultural Market Intelligence Component to TeleTech In Culture™ Product Suite*

**DENVER – October 5, 2005** – TeleTech Holdings, Inc. (NASDAQ: TTEC), a global provider of customer management and transaction-based business process outsourcing (BPO), announced today it has teamed with Geoscape International to enhance its In Culture™ multicultural marketing solution suite with first-class market intelligence research and data. The partnership provides companies worldwide with a complete spectrum of multicultural marketing services, featuring highly accurate research data focused on reaching multicultural markets.

“There are 93 million multicultural consumers in the United States alone, and to successfully reach them, companies must learn how to market products and services in culturally relevant ways,” said Tom MacDonald, executive director of marketing for TeleTech In Culture™. “Geoscape International provides this high-level market intelligence, helping companies to pinpoint potential customers with exceptional accuracy, appeal to them in their native languages, and support them as they become loyal, long-term customers.”

TeleTech In Culture™ marketing solutions help companies communicate with limited or non-English-speaking clients in up to 150 languages across multiple customer touchpoints, including phone, e-mail, Web sites and written materials. In addition to multicultural market research and data, TeleTech In Culture™ solutions provide a full suite of multicultural marketing services, including: real-time over-the-phone interpretation; in-language customer interaction services for inbound or outbound telemarketing; localization services for culturally relevant online communication; and, translation services for written materials ensuring language accuracy and appropriate cultural context.

“Getting to know your potential customers is a critical part of multicultural communication,” said Cesar M. Melgoza, president of Geoscape International, Inc. “The partnership between Geoscape and TeleTech In Culture™ helps companies identify and understand their prospects as well as expand these relationships through up-selling and cross-selling opportunities. Never before have corporations enjoyed access to such a continuum of multicultural marketing and customer care services through a single source.”

For more information about TeleTech In Culture™ marketing solutions, visit [www.teletechinculture.com](http://www.teletechinculture.com) or call 1-877-242-6419.

### **ABOUT TELETECH**

TeleTech is a global business services company that provides a full range of front- to back-office outsourced solutions including customer management, BPO, and database marketing services to measurably enhance clients' core customer management processes. TeleTech's ability to create innovative strategies, combined with its global technology platform and delivery infrastructure, helps clients increase revenue, lower costs, and retain their customers around the world. TeleTech's products and services, standardized processes, and recognized capabilities to implement complex global projects make the Company a valued partner for clients that include Global 1000 businesses and governments.

TeleTech partners with clients to offer 150 languages, through its more than 34,000 employees, in 17 countries. For additional information, visit [www.TeleTech.com](http://www.TeleTech.com).

#### **ABOUT GEOSCAPE**

Geoscape® provides market intelligence data, systems and services, specializing in the rapidly growing multicultural and multinational market opportunities. DirecTarget®, Geoscape® Intelligence System (GIS), Retail Target™, Media Target™, List Gateway™, HomeBase™, BizBase, WorldBase™ and American Marketscape DataStream™ are among the key products and services that are used by hundreds of corporations worldwide to capture the growing multicultural marketplace. Geoscape is a privately held corporation with worldwide headquarters located in Miami and subsidiary offices in Brazil, Mexico and European offices in The Netherlands.

#### **FORWARD-LOOKING STATEMENTS**

This press release may contain certain forward-looking statements relating to future results. The Private Securities Litigation Reform Act of 1995 provides a safe harbor for forward-looking statements. These forward-looking statements are subject to risks and uncertainties that may cause TeleTech's and its subsidiaries' actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to the following: risks associated with ramping the Hurricane Katrina relief program; meaningfully increasing the Company's operating margin during the third quarter 2005; the Company's anticipated future profitability; achieving the Company's expected profit improvement in its United Kingdom operations; the ability to close and ramp new business opportunities that are currently being pursued with existing clients and potential clients; the ability for the Company to execute its growth plans, including sales of new products (such as TeleTech On Demand(TM) and TeleTech In Culture(TM)); to increase profitability via the globalization of its North American best operating practices; to achieve its three-year financial goals and targeted cost reductions; the possibility of the Company's Database Marketing and Consulting segment not increasing revenue, lowering costs, achieving profitability, before corporate allocation, in the fourth quarter of 2005, or returning to historic levels of profitability; the possibility of lower revenue or price pressure from clients experiencing a downturn in their business; greater than anticipated competition in the customer care market, causing adverse pricing and more stringent contractual terms; risks associated with losing or not renewing client relationships, particularly large client agreements, or early termination of a client agreement; the risk of losing clients due to consolidation in the industries we serve; consumers' concerns or adverse publicity regarding the products of the Company's clients; higher than anticipated start-up costs or lead times associated with new ventures or business in new markets; execution risks associated with performance-based pricing metrics in certain client agreements; the Company's ability to find cost effective locations, obtain favorable lease terms, and build or retrofit facilities in a timely and economic manner; risks associated with business interruption due to weather or terrorist-related events; risks associated with attracting and retaining cost-effective labor at the Company's customer management centers; the possibility of additional asset impairments and restructuring charges; risks associated with changes in foreign currency exchange rates; economic or political changes affecting the countries in which the Company operates; changes in accounting policies and practices promulgated by standard setting bodies; and, new legislation or government regulation that impacts the customer care industry.

Please refer to the Company's filings with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the year ended December 31, 2004 and Quarterly Report on Form 10-Q for the three months ended June 30, 2005, for a detailed discussion of factors discussed above and other important factors that may impact the Company's business, results of operations, financial condition, and cash flows. The Company assumes no obligation to update its forward-looking statements to reflect actual results or changes in factors affecting such forward-looking statements.

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