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13 February 2007

EMAX CHOSEN FOR LARGEST GLOBAL LOYALTY PROGRAMME

Dubai based TII Menalco has chosen contact centre specialists EMAX Consulting to deliver their global loyalty programme Selektpoints.

The roll-out of the loyalty programme will start in the major Middle Eastern countries, followed by North America and Europe.

EMAX has used its expertise to set up a new contact centre providing customer service and technical support for Selektpoints end customers, merchants and banks.

The company has also established its core team and is continuing its recruitment drive in the North East of England. It is planned that by the end of 2007 the centre will create up to 160 new jobs in the region.

EMAX director Paul McFarling said: "The North East was an ideal location for us. It has a high proportion of Arabic speakers as it has the largest population of UAE students in the UK".

He added: "We would like to reverse the trend of offshoring contact centre work and offer the pool of skilled contact centre workers in the North East excellent prospects and career opportunities."

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- 2 -

The company has chosen the Centre for Advanced Industry in North Shields as the base for the first 30-seat call centre.

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0191 280 4350 or mobile 07855 777 073.**

Photo Caption: EMAX director Paul McFarling (front) with some of his team at the new contact centre based at the Centre for Advanced Industry at Royal Quays.

NOTES TO EDITORS

EMAX Consulting

EMAX Consulting was established in 2002 and works from offices in Newcastle upon Tyne and Brighton.

A specialist consulting practice, EMAX also distributes and supports world class software solutions into the European contact centre market.

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