



FOR IMMEDIATE RELEASE

Xceed Represented Egypt on the Emerging Global Destination Panel at the Annual International Association for Outsourcing Professional (IAOP) World Summit

Las Vegas, NV- February 26th 2007 - Xceed Contact Center, one of the largest Contact Center in the Middle East and the Southern Mediterranean region, represented Egypt on the Emerging Global Destination panel that took place during the 10th Annual International Association for Outsourcing Professional (IAOP) World Summit, February 19-21 in Las Vegas. The panel was made up of IAOP's corporate members from around the world, Xceed's Strategy and Business Development Vice President, Mr. Ahmed Refky, was the spokesman representing Egypt in the panel.

Xceed became an International Corporate Members of IAOP in January 2007. The membership provided Xceed with access to a wide network of research, training, certification, and networking programs. As a member, Xceed was selected to participate in *The Emerging Global Destination Panel* moderated by IAOP's Managing Director for Thought Leadership, Jag Dalal. The panel explored the reasons why more companies are seeking outsourcing partners outside India and China. Xceed's Strategy and Business Development Vice President, Ahmed Refky, discussed how Egypt is the new outsourcing destination due to its economic scalability and availability of linguistic and technical talents.

Mr. Refky discussed how Xceed has been experiencing a compound annual growth rate of 54% for the last four years. Analysts such as Datamonitor and A.T. Kearny expect a compound annual growth of 50% over the next 5 years.

Xceed is expecting to direct more and higher end services in the next 5 years, the reason, as explained by Refky: "low end customer services and tier one technical support will tend to depend more and more on IVR and self services technology rather than live agents, while the live agent time will be consumed in doing higher services up the value chain".

Xceed's Strategy and Business Development Vice President, Ahmed Refky, also provided educational awareness on "how to select an emerging outsourcing destination" during his panel discussion. One advice Mr. Refky suggested to the audience was to "Look for track records, the location that suite your business and objectives you want to achieve together with the VALUE offered by the provider. Conduct a low cost pilot for a certain period of time and then ramp up a good strategy to follow and always request references of current and previous clients. Outsourcing makes perfect business sense for both the companies that want to save and produce an ROI."

Xceed is expected to sit on many other panels this year. The next upcoming panel Refky will be a part of is the Customer Contact 2007 Show in Dubai on Mar 27th – 28th. Then Xceed will be speaking again at the upcoming conference in June at the IIR (Informa plc) Conference, which



will take place in London. It is the leading provider of strategic telecommunications conferences and highly focused on the issues facing the industry. Xceed is also scheduled to speak at the upcoming HDI Middle East and Africa Conference taking place in Cairo Egypt, where Xceed will be sitting on the “Industry Dialogue and Case Studies” Panel.

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About Xceed Contact Center:

Xceed Contact Center is one of the largest contact centers in Africa and the Middle East with a capacity of 1,200 seats. Xceed provides business process outsourcing services to commercial and government clients, including a number of offshore Fortune Global 500 companies around the world like Microsoft, Oracle, General Motors, and many more. It currently manages programs for clients covering four (4) different continents, in 8 different languages. Xceed is the first and only COPC 2000® certified contact center in Africa, Middle East, and Southern Europe.

In addition, Xceed is the first and only Customer Operations Performance Center (COPC-2000®) to be certified in Africa, Middle East, and the Southern European continent. The certification conferred by the Customer Operations Performance Center (COPC®) Inc., certifies that Xceed customers receive prompt professional information support and services. Xceed recently obtained its ISO 14001: 2004 Environmental Management Standard and OHSAS 18001:1999 Occupational Health and Safety Management Systems Certifications in addition to the COPC-2000® Certification and the ISO 9001:2000 Quality Management System Certification.

For more information, please contact:

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