

## Press Release for External Media

FOR IMMEDIATE RELEASE

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### Alorica and Ryla Announce Strategic Investment

**Atlanta, GA** (April 29, 2010) – Kennesaw-based Ryla, Inc. and California-based Alorica, Inc., a national and international player in the customer care services industry, are pleased to jointly announce the agreement for Alorica to make a strategic investment in Ryla. The agreement went into effect April 28, 2010.

The deal is the outcome of a planned growth strategy for both Alorica and Ryla to receive the synergies that come with growing an international customer care services company. The courtship between the two companies showed great synergies even in corporate culture as both Ryla and Alorica are MBE certified companies in the customer care industry. Nevertheless, Ryla will continue to operate as a stand-alone entity, retaining its current corporate name and image “Ryla,” current management leadership, client base and employees. In particular, Mark Wilson, founder of Ryla will remain as CEO of Ryla. Frontier Capital, a Charlotte, NC based private equity investment firm, SJF Ventures, a venture capital fund that focuses on the IT sector, and all other individual investors will exit as planned.

Both Alorica and Ryla have experienced tremendous growth since their respective founding in 1999 and 2001. Ryla was recently named Pacesetter of the Year, the fastest growing private company in Atlanta, by the *Atlanta Business Chronicle* as a result of its client expansion and jobs creation in 2009. As a leader in end-to-end customer solutions, Alorica has grown to 7,500 employees in 16 locations, 14 housed nationally and experienced five-year revenue growth of 356%.

“The Ryla investment supports the Alorica strategic goals through growth and expanded geographic presence. The partnership will enhance our client portfolio and amplify our reach for new business opportunities,” said Andy Lee, Alorica Chairman & CEO. “The transaction represents the strength of two certified MBE organizations aligning to form an affiliation focused on delivering premier services to our valued customers.”

Founded in 2001, Ryla has grown to over 3,500 employees and \$100 million in revenue in 2009. The investment will support Ryla’s strategic growth initiatives and increased brand awareness in the marketplace. “Ryla is a solid strategic fit with Alorica because of our proven track record of growth, innovation, profitability and strong workplace culture. By combining the strengths of our companies, we will be better able to serve our customers as a total solutions provider, thus helping them improve the profitability of their businesses and overall competitiveness,” said Mark Wilson.

**About Alorica, Inc.**

Alorica Inc. is a leading customer service management firm managing the entire customer lifecycle, from front-office customer interaction to back-office fulfillment. Alorica delivers fully integrated services such as customer interaction management, service logistics, depot and onsite repair services, as well as total eBusiness solutions. Alorica integrates, manages and automates these service solutions with Helix by Alorica®, which also provides real-time Web-delivered data analysis with worldwide accessibility. Headquartered in Chino, California, Alorica proudly provides customer service excellence in more than 16 locations, 14 housed nationally. For more information, please visit Alorica's website at [www.alorica.com](http://www.alorica.com).

**About Ryla, Inc.**

Ryla, Inc. is a leading domestic provider of value-added customer contact services for Fortune 500 companies, government agencies and nonprofit organizations requiring Excellent Interactions Every Time<sup>SM</sup>. Domestically focused, Ryla delivers a range of customized customer contact services, including inbound customer care, tech support, help desk, outbound data collection, surveys, automated messaging, retention programs and back office process support. Additionally, Ryla specializes in delivering on-demand, project-based solutions requiring quick ramp-up for crisis response, seasonal retail and political needs – a growing niche in the contact center industry for which there are few providers. Headquartered in Kennesaw, GA, Ryla is ranked one of the fastest growing private companies in the nation by Inc. magazine and nationally recognized as a top workplace. Through its "Small yet big" approach, Ryla offers the flexibility of a small company with the capabilities of a large company.

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