

**PRESS RELEASE**

Teleperformance sets up in Turkey: strengthening of the Group's footprint in the EMEA market

Paris, March 22, 2010 - Teleperformance, the # 1 global leader in managing customer experience in the outsourced contact center market, is pleased to announce today the acquisition of 75% of the Metis Group one of the outsourced contact center leaders on the Turkish market

Metis, with expected 2010 revenues of approximately 12 million euros, manages its operations from two call centers in Istanbul and one in Usak employing altogether almost 900 agents and employees. Metis serves major clients in various industry sectors, with a large emphasis on the IT sector where Metis has developed a very strong and recognized expertise and experience.

The Turkish market is considered as a strategic market for Teleperformance as Turkey is one of the largest and fastest growing economies in the EMEA Region. It also opens good opportunities to propose nearshore solutions from Turkey towards the EMEA market enabling Teleperformance to offer to its clients long term cost effective solutions, whilst maintaining our excellent quality of services.

It is expected that the already high quality of services provided by Metis along with the fast implementation of Teleperformance Group best practices will allow to apply the highest western corporate standards: quality of services, processes, data security and confidentiality in order to serve first -class local and international clients.

Beto Varas, Chief executive officer for Continental Europe, middle east, and Africa, member of the board of directors of Teleperformance SA said:

"Teleperformance is really happy to expand its footprint in the EMEA Region and proud to welcome Metis team into the Teleperformance family.

We plan to use synergies between Metis and Teleperformance Group to develop both the local market and nearshore solutions. This new acquisition strengthens our footprint and already solid position in the EMEA Region ."

Alishan Tan , Founder and CEO of Metis said:

"The need for outsourced contact center services is evolving rapidly in Turkey . The investment by Teleperformance, will allow us to provide a first class, client-oriented service based on the latest technology and best-practice operations. It is good for us and our clients to be part of the #1 worldwide industry leader"



Jacques Berrebi, President of the Strategy committee in charge of M&A, and Government & Financial relations added: 'I am more than happy to welcome *Metis team* into our group, managed by **Aslihan** and **Yusuf P.Tan**. I am confident that their in-depth knowledge of the Turkish market, added to Teleperformance's expertise, will enable Metis to become a key player in onshore and nearshore markets.

I would also like to thank Mr **Emre Berkin** and Mr **Nadim Gargour** for their assistance in helping us to make this deal a reality.

And lastly, I will never forget how encouraging have been His Excellence, the Ambassador of Turkey in Belgium, **Mr. Murat N. Ersavci** and Dr. **François Bernard**, acting on behalf of **the Turkish Prime Minister, Mr. Tayyip Erdogan.**'

ABOUT TELEPERFORMANCE

TELEPERFORMANCE (NYSE Euronext Paris: FR 0000051807), the world's leading provider of outsourced CRM and contact center services, has been serving companies around the world rolling out customer acquisition, customer care, technical support and debt collection programs on their behalf. In 2009, the Teleperformance Group achieved €1.848 billion revenues (US\$2.6 billion – average exchange rate at December 31, 2009: €1 = US\$1.39).

The Group operates about 83,000 computerized workstations, with more than 100,000 employees (Full-Time Equivalents) across 270 contact centers in 50 countries and conducts programs in more than 66 different languages and dialects on behalf of major international companies operating in various industries.

www.teleperformance.com

ABOUT METIS

METIS is one of the Turkish leading providers of contact center services; it has been attending customers of different industries with a special expertise in the IT sector. Metis supports its customers as a strategic provider in different areas such as customer care, sales, collections. In 2010 Metis expects revenues of € 12 M

Metis operates from Istanbul and Usak, with 650 workstations and almost 900 employees; it is recognized in the industry for its excellent quality service, customer management and especially for the quality of its employees.

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