



PRESS RELEASE

Teleperformance sets up in Colombia: strengthening of the Group's footprint in the Hispanic market

Paris, December 28, 2009 - Teleperformance, the # 1 global leader in managing customer experience in the outsourced contact center market, is pleased to announce today the acquisition of 100% indirect control over Teledatos, a world class leader providing front and back end customer solutions in Colombia.

Teledatos, with expected 2009 revenues of approximately US \$75 million, manages its operations in Bogota and Medellin utilizing more than 6,000 customer representatives. Teledatos serves major clients in various industry sectors, including telecommunications, transportation, tourism, utilities, retail, health and social protection.

The company, managed by Chief Executive Officer Mr. Juan Rodrigo Hurtado - a civil engineer with certificates in administration and finance from Harvard University - serves the local Colombian market as well as the wider Hispanic world.

Daniel Julien and Jacques Berrebi, the two Teleperformance global leaders, commented:

"We are delighted and proud to welcome the Teledatos team into the Teleperformance family. Throughout our discovery process, we consistently found outstanding values, culture and expertise in Teledatos. Teledatos' focus on quality, its natural empathy and the general cultural fit with Teleperformance are obvious. Now we plan to develop the potential of this outstanding team, led by its very talented top manager, first in Colombia and then beyond Colombia's borders, with the support of our Spanish / South American unit led by Mr. Alejandro Perez.

The addition of the new "Teleperformance Colombia" solution to our global integrated network strengthens our already solid position in the Iberico-LatAm world, where our group is a major business partner for clients in Argentina, Brazil, Chile, El Salvador, Mexico, Portugal and Spain."

Juan Rodrigo Hurtado, CEO of Teledatos, added:

"Our goal was to partner with a global leader that we like and recognize as a market trendsetter. With the Teleperformance Senior Executives, and in the best possible interest of our clients, employees and partners, we have accomplished this goal.

We all share the same philosophy about customer service, quality process, and reliable IT solutions. Together, we are committed to delivering an outstanding customer experience and to continue to lead the market with added value solutions.

It's a great day for all of us, we are now the Colombian arm of the # 1 worldwide industry leader".



Teleperformance was represented by Leigh Ryan and Daniel Bergstein, with their team of legal advisors from Paul, Hastings, Janofsky & Walker LLP, and Sergio Michelsen Jaramillo and Jose Andres Romero, with their team of legal advisors from Brigard & Urrutia. The Teledatos sellers were represented by Martin Acero and his team of legal advisors from Prieto & Carrizosa S.A.

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 2008, the Teleperformance Group achieved €1.784 billion revenues (US\$2.6 billion – average exchange rate at December 31, 2008: €1 = US\$1.46).

The Group operates about 82,000 computerized workstations, with more than 100,000 employees (Full-Time Equivalents) across 267 contact centers in 48 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 TELEDATOS

Teledatos is one of the Latin American leading providers of contact center services; it has been attending customers of different industries in the Colombian market and offshore Colombia especially in Spain. Teledatos supports its customers as a strategic provider in different areas such as customer care, sales, collections, back office, marketing, with excellent human resources and a reliable technology platform. In 2009 Teledatos expects revenues of US \$75MM.

Teledatos operates from Bogota and Medellin, with 6,027 workstations and 6,484 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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