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transcosmos, inc.

TCI 07-68

transcosmos will build a Call Center in Sendai City, Miyazaki Prefecture (MCM Center Sendai Dep. 2)

With MCM Center Sendai Dep.1, the two locations will become the largest centers in the Prefecture (※1)

transcosmos, Inc. (Headquarters: Tokyo, Shibuya Ward, President and COO: Masataka Okuda, Securities Code: 9715. Hereafter, transcosmos), which supports all channels that connect businesses with consumers from the internet to real environments with IT outsourcing services, will build a new call center in Miyazaki Prefecture, a second location in this Prefecture. Partnered with the existing MCM Center Sendai (Dep.1), the two centers will be the largest center in the Prefecture. (※1)

MCM (Marketing Chain Management) Center Sendai Dep. 2 will have a seat capacity of approximately 500, with the number of Communicators, including full-time employees, to reach up to 1500. The "Hirose street SE Building," where the Center will be built, was newly constructed in 2007, and is in a convenient location, within 7-minutes walking distance from the Sendai Station.

In addition, combined with an office environment that has the latest equipment, up-to-date facility structure and ample security, a large relaxing "Refresh Room" was added in consideration of a comfortable working environment. Furthermore, at the center, transcosmos plans to offer a wide-range of call center outsourcing services, with highly-skilled technical support, geared towards finance, communication and manufacturing businesses. Inbound call handling will include responses to client inquiries, while Outbound call-handling will include introduction of various categories of campaign and direct contact for non-deposit fund collection.

transcosmos acted quickly to meet the huge demand for expansion of its call center operations. In the second half of 2007 alone, along with renewal and expansion, 4 MCM Center locations were newly constructed. Including MCM Center Sendai Dep. 2, currently under construction, the total number of seats will be approximately 1200.

Sendai City of Miyazaki Prefecture, with a current population of 1.45 million people, became the first government ordinance city in the Tohoku area in 1988. Also known as, "City of schools•Sendai," many high-level educational institutions including engineering, IT, and businesses are concentrated in Sendai. Furthermore, a versatile labor resource exists in this City. To continue the development of the call center operators, as well as to strive for enhancement of the perception and understanding of the Prefecture's residence, "Miyagi Call Center Conference " was established in Miyazaki Prefecture, in February of this year. Thus, transcosmos is aggressively implementing call center promotion activities, including operator contests and call center education seminars.

Mr. Katsuhiro Murai, Miyazaki Prefecture Governor, and Mr. Katsuhiko Umehara, Mayor of Sendai City have commented as follows:

【Mr. Katsuhiko Murai, Miyazaki Prefecture Governor】

I would like to express my sincere congratulations on the start of the construction of the Center Sendai Dep. 2. With the development of the second location in our Prefecture, 1500 people will be employed. We hope for your continued involvement as a business, well rooted within the community.

【Mr.Katsuhiko Umehara, Mayor of Sendai City】

We are grateful on the inauguration of the “MCM Center Sendai Dep. .2,” which will be the second facility located within Sendai City. This center will also be the largest calling center in the City, which will lead to expansion of employment opportunities within the community. Upon opening, we will continue to support transcosmos, Inc., by securing a labor force through the full-time/part-time job site, “Sendai Job Information Navi,” which is provided by the “Call Center Operator Training Program.”

transcosmos opened the Sendai Branch in 1982, and MC Center Sendai (Dep.1) in 2006. From 2005, transcosmos has been aggressively involved with employment and community build-up, which includes sponsoring the “Tohokurakuten Golden Eagles,” a professional baseball team with their home field in Sendai.

※1・・・Total number of seats: Approximately 1200 (according to transcosmos survey)

■ MCM Center Newly-established / expanded (Second Half of 2007, in Japan)

October 2007:	MCM center Tama (established)	880 Seats
October 2007:	MCM center Sapporo Dep.2 (expanded)	620 Seats
November 2007:	MCM center Umeda (expanded)	530 Seats
November 2007:	MCM center Nagoya (established)	180 Seats
February 2008:	MCM center Sendai Dep.2 (established)	500 Seats

■ MCM Center Sendai Dep.2 (Marketing Chain Management Center Sendai Dep. 2) Overview

Name:	MCM center Sendai Dep.2
Head office:	Hirose street SE building, 128 Nakake-cho, Miyagino-ku, Sendai-shi
Total Floor area:	Approximately 600 square meters
Number of seats:	Approximately 500
Number of communicators:	Approximately up to 1500 (max. number of people in operation)
Main operational details:	Customer support through Inbound and Outbound call services



(About transcocosmos inc.)

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers' enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out "Marketing Chain Management Company" as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcocosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer's enterprises.

(URL : <http://www.trans-cosmos.co.jp>)

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