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### ***For Immediate Release***

DUBLIN, OH; November 24, 2008 — The American Teleservices Association Self-Regulatory Organization (ATA SRO) has announced that Ted Bernard, Senior Vice President at industry-leading teleservices provider Influent, has earned the certified auditor designation. Formally launched earlier this year, the ATA SRO has developed and adopted a set of telemarketing industry standards to address consumers' needs proactively.

The ATA SRO has designed a set of ethical and professional guidelines for the teleservices industry which not only meet, but in many cases exceed the regulatory requirements mandated by state and federal governance. With the goal to encourage and enable compliance self-management, the ATA SRO Auditor Certification training and testing program, designed based on similar professional auditing standards, includes an intensive training course which covers an in-depth review of the ATA SRO standards, the audit process, and the accreditation process for contact centers.

Only ATA SRO certified auditors are qualified to administer an audit for companies seeking the ATA SRO accreditation. As one of only ten certified auditors, Bernard is able to assist companies with either the preparation for the ATA SRO audit or perform the audit on behalf of the ATA. Attaining this certification, Bernard commented, both "demonstrates Influent's commitment to the highest industry standards as well as our ability to assist other firms in their efforts to ensure regulatory and ethical compliance."

"This is the year that our Association brought the SRO into formal practice," says ATA CEO Tim Searcy. "We believe its programs will serve as the model for the industry."

Founded in 1983, the American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. The ATA currently represents more than four thousand contact centers that account for over 1.8 million professionals worldwide.

Influent is among the nation's largest providers of outsourced customer contact solutions, including outbound business-to-consumer (B2C), outbound business-to-business (B2B) inbound customer care and sales, and non-voice business process outsourcing (BPO) to clients in a variety of industries.

#### **About Influent**

Influent provides a suite of inbound, outbound, customer care and business process outsourcing solutions to a wide range of *Fortune 500* firms and other industry leading companies. Privately held and based in Dublin, Ohio, Influent operates eleven company-owned domestic, near shore and offshore customer contact centers employing over 2,300 employees worldwide. To learn more about Influent, contact Rochelle R. Abbott at 614.280.1600, via email at rabbott@influentinc.com, or visit [www.influentinc.com](http://www.influentinc.com).

