



TeleTech Completes the Acquisition of Bulgaria-based Sofica Group

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Central and Eastern European Customer Engagement Leader Expands TeleTech's Language and Multichannel Service Capabilities

DENVER, March 3, 2014 /PRNewswire/ -- [TeleTech Holdings, Inc.](http://www.ttec.com) (NASDAQ: TTEC), a leading global provider of analytics-driven, technology-enabled customer engagement solutions, announced today that it has completed the acquisition of Sofica Group, a leading customer management services company based in Bulgaria.



"We are excited to add Sofica Group's exceptional customer lifecycle management services, multichannel capabilities and talented team to the TeleTech family," said Martin DeGhetto, TeleTech's chief operations officer. "The acquisition expands our footprint and language capabilities, and demonstrates our commitment to serve multinational Global 1000 clients. TeleTech now has strong leadership and a powerful local brand presence in Central and Eastern Europe."

ABOUT SOFICA GROUP

Founded in 2004, Sofica Group has become the largest independent customer management services provider in Bulgaria. The Company currently has operations in Sofia and Plovdiv, Bulgaria and in Skopje, Macedonia, and provides leading local and global clients with a broad range of tailored customer care, BPO, ITO, HRO and other services. For additional information, please visit www.sofica-group.com.

ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled services that puts customer engagement at the core of business success. The Company offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's more than 41,000 employees speaking over 50 languages, deliver results for clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the Company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit www.teletech.com.

FORWARD-LOOKING STATEMENTS

"Statements in this press release contain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the Private Securities Litigation Reform Act of 1995, relating to our operations, expected financial position, results of operation, and other business matters that are based on our current expectations, assumptions, and projections with respect to the future, and are not a guarantee of performance. We use words such as "may," "believe," "plan," "will," "anticipate," "estimate," "expect," "intend," "project," "would," "could," "target," or similar expressions, or when we discuss our strategy, plans, goals, initiatives, or objectives, we are making forward-looking statements.

We caution you not to rely unduly on any forward-looking statements. Actual results may differ materially from what is expressed in the forward-looking statements, and you should review and consider carefully the risks, uncertainties and other factors that affect our business and may cause such differences as outlined but are not limited to factors discussed in the sections entitled "Risk Factors" included in TeleTech's filings with the US Securities and Exchange Commission (the "SEC"), including our most recent Annual Report on Form 10-K. TeleTech's filings with the SEC are available in the "Investors" section of TeleTech's website, www.teletech.com and at the SEC's public website at www.sec.gov. Our forward looking statements speak only as of the date of the press release and we undertake no obligation to update them, except as may be required by applicable laws."

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SOURCE TeleTech Holdings, Inc.

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