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FOR IMMEDIATE RELEASE

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THE QUALITY REVOLUTION - WITH A SWEET TOOTH

Summerville, South Carolina -- Tele-Tech Services, a division of KRF Services, Inc., is raising the bar on telecommunications data quality by statistically proving our products have superior accuracy. Quality has been the company standard from day one and Tele-Tech wanted to find a way to prove it. After 3 years of aggressive evaluation, expert advice and meticulous measurement specifications, Tele-Tech's accuracy statistics are available at any time to the public at <http://www.telecomdb.com/Quality/index.htm>. The current month, and previous three, six and twelve month accuracy statistics are continuously posted and updated so customers will always know how we're performing.

When asked why Tele-Tech made this unprecedented move to publish its quality performance, Steve Kromer, the company's President said, "We believe in giving our customers all the information they need to make informed decisions. Our customers are typically the most knowledgeable people in the industry and they understand the importance of accurate data. In many cases, they have suffered through the consequences of inaccurate data. That's what brings them to Tele-Tech. We compete on quality. Working for quality isn't new here, it's been a commitment for the last 30 years and it will be a commitment for the next 30. The thing that's changed is measuring it and proving it."

The "Tele-Tech Services Quality Story, A Journey in the Discovery of the Good, the Bad, and the 'Big Q'", available for download at http://www.telecomdb.com/Quality/Quality_Story.htm takes an amusing but thorough glimpse into what provoked this extraordinary action and the steps taken to authenticate our declaration of excellence. We have strengthened our quality control measures, increased the scope and frequency of procedural reviews, and transformed our training program adding inventive and rigorous technical elements.

One other enticing ingredient has been added. We are rewarding our customers with a real sweet deal if they find an error in our data. Any time a customer reports a suspected error, Tele-Tech's researchers investigate it thoroughly. The vast majority of the time our data is proven correct. There are times when we do make mistakes. However, customer reports enable us to correct them and that strengthens our database. So if a suspected error is confirmed as a true error, we'll send the reporting customer a scrumptious box of goodies from the Charleston Cookie Company, the most down-home southern baking around. Just email our Cookie Hot-Line at cookies@telecomdb.com to notify us of a possible mistake.

Scrutinize Tele-Tech's accuracy statistics to see that true quality does exist and now there's a way to prove it!

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