



832 N. 6<sup>th</sup> Avenue  
Phoenix, AZ 85003  
602.956.6776

[www.gotossa.com](http://www.gotossa.com)

8400 E. Crescent Parkway, Suite 600  
Greenwood Village, CO 80111  
303.707.1776

For further information, contact:

Maria Miller  
SSA Public Relations  
303.707.1776  
[maria@gotossa.com](mailto:maria@gotossa.com)

**SSA PUBLIC RELATIONS SELECTED BY TELETECH AS AGENCY OF RECORD**  
***SSA to increase visibility of TeleTech's global services***

**DENVER, April 16, 2009** – [SSA Public Relations](#), specializing in strategic PR and social media, was selected by [TeleTech](#) (NASDAQ: TTEC), a leading global business process outsourcing (BPO) corporation, as its agency of record. SSA will deliver strategic domestic and international communication services to raise awareness of the TeleTech brand and its customer management and enterprise management solutions.

Headquartered in Denver, TeleTech delivers innovative BPO solutions for the world's leading brands. Through its customer management services, TeleTech helps companies target, acquire, retain and grow key customer segments, while its enterprise management programs offer cost effective management of many business operations including recruitment, benefits administration, procurement, expense management, financial planning and analysis.

According to Nancy Metzger, vice president of global marketing, "We chose SSA Public Relations based on their extensive experience in the BPO and communications sectors. Their savvy team will utilize its industry expertise, strategic outreach and targeted messaging to connect TeleTech with our target markets."

SSA Managing Director Carey Madsen said, "TeleTech's services are vital to global clients who require integrated solutions to serve, grow and retain their customer base. SSA will apply leading-edge communications tactics to deliver a highly-targeted communications program that reaches potential TeleTech clients in a wide range of global industries."

**About SSA Public Relations**

Founded in 1998, [SSA Public Relations](#) integrates traditional media relations domestically and internationally with strategic social media to exceed client's objectives and deliver strong return on investment. With offices in Phoenix and Denver, SSA professionals connect clients with key target markets, influence traditional and online conversations, and impact opinions and actions. For more information, visit [www.gotossa.com](http://www.gotossa.com).

###