

For Immediate Release:



American Customer Care Acquires Premiere Response

December 10, 2008

Bristol, CT -- American Customer Care (ACC) announced today it has acquired Premiere Response, LLC, a contact center providing customized solutions to companies who want to offer the highest level of service to their customers. As a division of ACC, Premiere Response joins ACC's family of 10 domestic contact centers and over 2,000 employees. Founded in 2005, Premiere Response specializes in high-touch customer interactions and has a proven expertise in crisis management, concierge/consumer affairs and product recalls.

American Customer Care is an award winning contact center founded in 1986. Owned and Operated by CEO Mark Facey and CFO Jeff Neistat, ACC's culture is rooted in the belief that their role is to build customer loyalty and ensure customer retention through outstanding customer interactions. ACC is a provider of Inbound and Outbound Business-to-Business and Business-to-Consumer contact center services. ACC's primary service offerings include Customer Care/CRM, Order Placement, Inbound Sales Support (up-sell, cross sell, and winback), Lead Generation, Market Research and Tier 1 Help Desk support.

Mark Facey, President and CEO of American Customer Care, had this to say about the acquisition:

"Our goal is to ensure that the American Customer Care brand is a sign of expertise and the highest quality in the contact center industry. The Premiere Response portfolio of clients and their breadth and depth of experience in the industries we are targeting are an excellent fit with our long term strategic goals. Premiere is an established base from which to expand our white glove service offerings and specialized care options for our current and future client base."

CJ Stafford, Previously CEO of Premiere Response had this to say:

"We are thrilled to now be a division of American Customer Care. ACC is the right match for Premiere Response since the two companies are aligned culturally and strategically. We know ACC's vision for Premiere Response matches our vision for this company and we are looking forward to being part of their family."

Premiere Response founders CJ Stafford, Beth Ziff, and Sam Diliberto will join the executive management team of the new entity and continue to work together to manage and expand the business through strategic marketing and sales efforts.

The company will continue to operate out of its current facilities in New Providence, New Jersey.