

NEWS RELEASE

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For immediate use

LEADING UK CONTACT CENTRE GROUP MAKES MAJOR ACQUISITION

One of the UK's leading contact centre companies which specialises in health and lifestyle advice has announced the acquisition of a London-based association management company.

The essentiagroup, with headquarters in Glasgow and other offices in the UK, has expanded its business process outsourcing operations by acquiring Added Value Administration (AVA) Ltd. The move is part of a major growth strategy which The essentiagroup is implementing with the aim of cementing its credentials as one of the leaders in its sector.

Chief Executive of The essentiagroup, Joe Costello, said: "We are delighted to acquire Added Value Administration. Currently The essentiagroup receives over six million calls per annum across various services, ranging from simple information and literature requests to in-depth advice and support, all tailored to individual caller needs. Calls are taken from across the UK and Europe for our clients who come from the UK private and public sectors. We want to significantly build on these operations and take advantage of the opportunities business process outsourcing present.

"This acquisition makes that more possible. It enhances the services we supply and we intend to grow further as our company increases its reputation in the UK and international markets. Business process outsourcing is an expanding sector and we fully expect to be at the forefront of positive developments.. "

The essentiagroup will now be able to offer its clients membership and database management, administration and accounting, online and print-based communications, marketing services and a facility for research and industry publications - as well as events management.

Alan Tallentire, Managing Director of Added Value Administration Ltd, said: "It's great to be part of The essentiagroup. As an association management company, AVA offers multi-faceted services through a diverse set of skills which complement the range of services that The essentiagroup provides in the marketplace. This is a very positive development and we look forward to working and growing together."

Clients of The essentiagroup include the Scottish Government, the Department of Health, Department of Children, Schools and Families, the British Medical Association and the Scottish University for Industry.

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For more information, contact:

Susan Pollock

The essentiagroup

0141 568 4000

07917 655 803

spollock@essentiagroup.com

www.essentiagroup.com

Notes to editors:

1. The essentiagroup employs 450 people at its Glasgow, Brora and Newcastle offices. Its advice lines cover such issues as smoking cessation, substance misuse and sexual health. Its clients range from the British Medical Association and NCVO, to the Scottish Government and the Department of Health.

2. Added Value Administration Ltd was formed in 1996 to provide managerial, organisational, administrative and business development service for government agencies and organisations with national networks. The company has a team of 20 staff and associates.

3. The business process outsourcing sector is estimated to be worth between £80billion and £100billion. Geography is unimportant and the potential to operate in various international markets is substantial.