



Influent rebranded as PCCW Teleservices

DUBLIN, OHIO – March 14, 2011 – Influent Inc., a leading customer contact business in the Americas, has completed its brand integration with PCCW Teleservices, a premier provider of outsourcing solutions operating one of the most sophisticated contact center networks in Asia.

Following PCCW Teleservices' acquisition of a majority stake in Influent in 2009, the two leading business process outsourcing companies began a process to merge their operations. The two businesses have been operating complementary networks and coordinating a broad range of business initiatives during business integration efforts over the past 18 months.

The integration is now complete and Influent will be rebranded as PCCW Teleservices. PCCW Teleservices will continue to operate its 24/7, multi-channel contact management centers via hubs in the United States, mainland China, Hong Kong, the Philippines, and Panama.

Mr. Andrew Jacobs, PCCW Teleservices' President of the United States and Latin America, said, "The unified branding is an important milestone for the business integration and the combination brings tremendous power and innovation to the marketplace. We have already seen immediate interest from companies wanting to learn more about the potential benefits from our combined operations."

Mr. Eric Hallquist, Director of User Operations for Zoosk, one of the fastest growing social networking services and an Influent client, said, "We have experienced rapid growth in sales and memberships this year and are continuing to expand internationally. Influent has been a good partner in supporting our growth and their global integration with PCCW Teleservices has aided our expansion into new world markets."

Mr. Tony Bruno, Head of PCCW Teleservices worldwide, said, "The rebranding of Influent will expand PCCW Teleservices' brand presence within the industry. The integrated business not only increases customer support and growth opportunities for clients, but also helps to encourage further innovation of industry best practices such as technological improvements and service refinement."

About PCCW Teleservices

PCCW Teleservices, a subsidiary of PCCW Limited, offers clients world-class, global contact center and BPO services in all facets of voice and non-voice customer service, technical support, sales, retention, and other business processes. Operating a global network of multi-channel contact centers, PCCW Teleservices provides support in languages covering 65% of the world's population. PCCW Teleservices is consistently ranked among the world's leading contact center service providers. With over 7,000 agent positions in the United States, mainland China, Hong Kong, Panama, and the Philippines. PCCW Teleservices provides local and multinational companies a wide array of skills to service more than 35 million customer contacts annually. To learn more, please visit us at www.pccwteleservices.com, or call us at 1-800-856-6768.

About PCCW Limited

PCCW Limited (SEHK:0008) is the holding company of HKT Group Holdings Limited (HKT), Hong Kong's premier telecommunications provider and a world-class player in Information and Communications Technologies. PCCW also holds a majority interest in Pacific Century Premium Developments Limited, and overseas investments including the wholly-owned UK Broadband Limited. As the provider of Hong Kong's first quadruple-play experience, PCCW/HKT offers a range of innovative media content and services across four platforms – fixed-line, broadband Internet access, TV and mobile. In addition, the Group meets the sophisticated needs of the local and international business community, while supporting network operators with cutting-edge technical services and handling large-scale IT outsourcing projects for public and private sector organizations. To learn more about PCCW and HKT, please visit www.pccw.com.

For more information contact:

Mr. Ted Bernard
Senior Vice President
PCCW Teleservices (US)
Add: 565 Metro Place South, Suite 250, Dublin, OH 43017
Tel: 614.280.1600
Email: ted.bernard@pccwteleservices.com
www.pccwteleservices.com