



State of New Mexico

Office of the Governor

Bill Richardson
Governor

For Immediate Release
September 21, 2005

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Governor Richardson and Lt. Governor Denish Announce Sento Corporation to Open New Facility in New Mexico

150 new jobs for New Mexicans

ALBUQUERQUE—Governor Bill Richardson and Lt. Governor Diane Denish today announced a new Spanish-language customer support center to be housed in the Compass Bank Building in downtown Albuquerque. This Sento Corporation facility will bring 150 new jobs to New Mexicans.

“This facility will mean quality jobs for Albuquerque and help move the state’s economy forward,” stated Governor Bill Richardson. “Sento’s announcement is another example of how the efforts of the New Mexico Economic Development Partnership are strengthening our businesses and communities. We are working diligently to attract businesses, create jobs and seed the region’s growth.”

The customer support center will occupy 15,000 square foot of space and will initially employ up to 150 bi-lingual and Spanish-speaking support agents. Sento also has plans to lease additional space and create up to 800 new jobs for Spanish-speaking citizens within the next three years.

“We recognize that the Spanish-language community in the United States is a growing and powerful market,” said Patrick F. O’Neal, president and chief executive officer of Sento Corporation. “We knew there was a need for Spanish-speaking customer service options, and we wanted to provide that support.”

The contact center will focus on customer service and support for the Spanish-speaking population. Sento, which is a leading provider of integrated, multi-channel customer support, will be hiring fluent Spanish-speaking and bi-lingual employees.

“We are very proud that our financial incentives and job training programs are giving us the economic advantage we need to compete here in the United States and abroad,” said Lt. Governor Denish.

In addition to competitive wages and health insurance benefits, the company will pay up to \$4,000 in tuition reimbursement. English-as-a-second-language (ESL) will be offered free of charge to all employees and their families.

“As governor, I have worked tirelessly to create economic opportunities for all New Mexicans, for every community, in every part of the state,” said Governor Richardson. “We’ve created those opportunities, and New Mexicans are optimistic about the future. They see progress. They see New Mexico moving forward.”

Sento Corporation: Sento Corporation (www.sento.com) specializes in Right Channeling, a proven methodology designed to optimize customer contact solutions and ensure that companies make informed choices for multi-channel communication that support their business goals and customer expectations. We offer outsourced customer contact services designed to optimize the way companies interact with their customers to enhance brand loyalty, improve customer satisfaction, drive business initiatives and reduce service costs. With operations in the U.S., The Netherlands, and France, plus partnerships in India and other low-cost regions, Sento provides customer contact solutions in 19 languages to industry-leading clients worldwide including Overstock.com, McAfee, Philips, Thomson, and AON Warranty Group.

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