

FOR IMMEDIATE RELEASE

**ACCENT MARKETING SERVICES NAMED 2009 LARGE BUSINESS OF THE YEAR  
BY THE GREATER HOT SPRINGS CHAMBER OF COMMERCE**

*Center honored for its outstanding contributions to serving the local community.*

JEFFERSONVILLE, Ind. (Feb. 3) – ACCENT Marketing Services, an international provider of customer lifecycle management solutions, was honored last week by the Greater Hot Springs Chamber of Commerce as the city’s Large Business of the Year. The company’s Hot Springs contact center was one of several businesses, organizations, and individuals recognized at the annual event for its outstanding contributions and service to the Hot Springs community.

An out-of-market selection committee reviewed all award submissions, narrowing them down to five finalists for each award category. Winners were then announced at the Chamber’s annual awards banquet on Jan. 21. Accepting the award on ACCENT’s behalf was contact center general manager, Jeremy Shaw, along with several members of the company’s Hot Springs senior leadership team.

“We are proud of our team members in Hot Springs,” said Kevin Foley, ACCENT’s president and CEO. “From meeting the needs of our clients’ customers to meeting the needs within our communities, ACCENT is an organization that is committed to providing outstanding service. Our Hot Springs employees are shining examples of how important it is to give back to the communities where we live and work.”

Over the past year, ACCENT’s Hot Springs employees have organized, sponsored, and participated in numerous community service activities and fundraisers, including the American Cancer Society’s Relay for Life as well as local food drives to fight hunger. Additionally, ACCENT employees collected over 40 backpacks equipped with school supplies for needy children and spent an entire day cleaning up and beautifying a local park.

The center’s greatest community service accomplishment to date, however, was partnering with the Make-A-Wish Foundation of the Mid-South to make a deserving child’s wish come true. The center raised over \$5,000 to help send wish kid, Tori, age 3, and her family to Walt Disney World. Additionally, ACCENT invited Tori and her family to the center, which had been transformed into the child’s favorite Disney themes, to surprise her with gifts and the news that her wish had come true.

ACCENT has been part of the Hot Springs community since August 2006 and currently employs over 500 individuals who provide inbound customer care on behalf of a Fortune 100 telecommunications provider. Annually, the center generates more than \$12 million in payroll and provides employees with more than 128,000 hours of computer and technical skills training. Recognized by the Hot Springs Chamber in 2008 with the Industry of the Year award, the center is the only ACCENT facility located in Arkansas and one of eleven customer care centers globally.

-MORE-

**About ACCENT Marketing Services, LLC**

ACCENT is an international provider of customer lifecycle management solutions. It partners with world-class companies to help them acquire, support, retain, and grow their customers at every stage in the customer lifecycle. Through ACCENT's suite of data analytics, direct marketing, contact management, and fulfillment services the company delivers high quality, integrated marketing solutions that grow valuable client and customer relationships. Founded in 1993 and owned by MDC Partners, Inc., ACCENT employs more than 2,500 people in 10 U.S. cities, Jamaica, and the Philippines. For more information, visit [www.accentonline.com](http://www.accentonline.com).

**Media Contact:**

Kelly M. Hilton, Director of Marketing and Corporate Communications  
812.206.6215 – office / [khilton@accentonline.com](mailto:khilton@accentonline.com)