

NEWS RELEASE

S.W.I.F.T. SCRL RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

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Hong Kong, China, 11 July 2006 – S.W.I.F.T. scrl (Society for Worldwide Interbank Financial Telecommunication) has been awarded the People Site Certification from APCSC (Asia Pacific Customer Service Consortium), in recognition of S.W.I.F.T. scrl’s ongoing commitment in providing innovative and world-class service and elevating customer service quality in Hong Kong.

S.W.I.F.T. scrl Customer Service Delivery Centre - Asia Pacific received the People Site Certification, which is presented to organizations that have over ninety percent of their Customer Service and Call Centre staff certified under APCSC’s Global Certification programme, Certified Call Centre Professional (CCCP) and Certified Call Center Manager (CCCM).

Mr. Jason Chu, Chairman of APCSC commented, “Professional staff development with standards and certifications is a direct investment and high return impacting the service experiences of customers. Achieving the People Site Certification, S.W.I.F.T is much better positioned to integrate professional customer service staff with their mission critical services process. They can therefore ensure that efficient and reliable services are provided to all customers with unique and sophisticated requirements. On behalf of APCSC, I congratulate their People Site achievement!”

Mr. Kevin Lodge, Head of Customer Services Asia Pacific of S.W.I.F.T. scrl said, “As part of our customer service staff orientation program all of our new recruits join one of the APCSC certified professional programs. We consider this training to be an important initial step in ensuring that team members understand the basic functions and skill requirements of a customer service organisation. We are honoured to receive this People Site Certification (PSC)”.

The People Site Certification is offered free of charge and is renewed on an annual basis provided that ninety percent or more of the staff remain certified under APCSC’s Global Certification programme.

In addition to the People Site Certification, APCSC has also introduced the CSQS – a 360 degree Customer Service Quality Standard that enhances the knowledge management, organization learning and customer relationship excellence. APCSC is inviting leading organizations to participate as a committee member and to contribute to the development of the standard.

The CSQS has been developed in conjunction with the Asia Pacific Customer Service Consortium (APCSC) and in collaboration with researchers at the University of Hong Kong (HKU) to assess the overall service quality, best practice compliance and performance of the

customer service operation. It is the highest certification that is awarded to call centres and customer service organizations that excel in people excellence in customer relationship.

For Global Certification Program, People Site Certification, CSQS or press enquiries/interviews, please contact Ms. Stella Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: stella.lau@apcsc.com

About Asia Pacific Customer Service Consortium (www.apcsc.com)

APCSC is founded with the belief of that *“Excellent Customer Relationship is the only way to Sharpen your Competitive Edge!”* The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across the Asia Pacific Region and to recognize and reward companies, business units, teams and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for Call Centre, Help Desk and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

About S.W.I.F.T. scr1 (Society for Worldwide Interbank Financial Telecommunication)

S.W.I.F.T. scr1 is the financial industry-owned co-operative supplying secure, standardised messaging services and interface software to 7,800 financial institutions in more than 200 countries. S.W.I.F.T. scr1's worldwide community includes banks, broker/dealers and investment managers, as well as their market infrastructures in payments, securities, treasury and trade.

S.W.I.F.T. scr1 consistently delivers quantifiable business value and proven technical excellence to its members through its comprehensive messaging standards, the security, reliability and ‘five nines’ availability of its messaging platform and its role in advancing STP. The guiding principles of S.W.I.F.T. scr1 are clear: to offer the financial services industry a common platform of advanced technology and access to shared solutions through which each member can build its competitive edge. Over the past ten years S.W.I.F.T. scr1 message prices have been reduced by over 70%, system availability approaches 5x9’s reliability — 99.999% of uptime.