



"Small Means Big"

ZAGADA

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FOR IMMEDIATE RELEASE

Zagada Selects KSBA As its Premier Specialized Contact Center Architect Firm Member for its Sphaero Alliance

*Nearshore Outsourcing Growth and U.S. Client Demand Continue
to Push Site Design Optimization in Regional Call Centers and BPO Operations*

Coral Gables - Miami FL. – March 31, 2009 – (MarketWire) Zagada Markets, Inc., a leading business development analytics and advisory firm in the global outsourcing vertical, has selected Kingsland Scott Bauer Associate (KSBA), as its premier professional services architectural firm with a specialized call center and BPO design practice as member for its Sphaero Alliance outsourcing partnership. Zagada Institute, the company's research publishing arm, projects significant continued growth expansion in agent density, contact center and expansion in the nearshore.

Existing operators and companies planning expansion into core nearshore bi-lingual markets serving the U.S. (such as Jamaica and the Dominican Republic in the Caribbean, Costa Rica, Panama, Guatemala and El Salvador in Central America and Mexico and Argentina in the Latin American market will benefit from KSBA's specialized Performance Design process for contact center and BPO firms.

"As some of these regional markets begin to mature and others continue to grow, U.S. captives as well as local suppliers are increasingly adopting design, operations and training approaches to heighten employee well-being, manage energy and environmental costs and excel in metacare, which is a measurement the quality of the care-product delivery to U.S. end customers," said Phillip Peters, Zagada's CEO. "KSBA's Performance Design solution adds another layer of value to our existing Sphaero Alliance members and regional operators," Peters emphasized.

Zagada developed the Sphaero Alliance brand as an invitation-only membership organization to identify and select local contact center and BPO providers of superlative service quality and international partner-firms who augment the quality of regional firms. Its goal is to offer an accelerated selection alternative for US corporate service buyers opting out of large supplier and location advisory spending. KSBA's invitation and acceptance into the SphaeroAlliance is based on the firm's pioneering distinction in developing its Performance Design process specific to call centers, BPOs and technology intensive spaces. While KSBA's interfacing with clients is intensively hands-on, its research, design and execution protocol is quantitatively driven and focuses on decreasing capital, energy and healthcare costs and increasing productivity.

"We are delighted to join the Sphaero Alliance and position KSBA's services to its members and firms across the region," said Roger Kingsland, KSBA's Managing Partner". Since 1992 our team saw call centers and its related sectors



as an addressable niche in need of specialized design services. To date we've executed over 80 projects in the U.S., Latin America and of late in the Caribbean, with a U.S. contact center client expanding its Jamaica, Montego Bay operation. We are fully committed to seriously extending our firm's focus on the nearshore."

Companies interested in learning more about Sphaero Alliance suppliers are invited to visit www.SphaeroAlliance.com or send enquiries to sphaero@zagada.com. To learn more about KSBA services please the firm's web site at www.ksba.com or send enquiries to dknox@ksba.com.

About KSBA

KSBA, was founded in 1984, has specialized in high tech BPO facilities for the past 17 years and has completed projects in the US, Canada, Europe, India, Mexico, South America and the Caribbean. The firm applies its business centric Performance Design practice to approach achieve greater value from its clients built environment assets.

About the Sphaero Alliance

Sphaero Alliance members offer complete, end-to-end sourcing, and business expansion services for Fortune 1000 companies needing contact center services, business process outsourcing support, site selection advisory and professional and corporate administrative support services from its network of Caribbean Basin, Latin America and U.S partners. Membership in the alliance is by invitation only and comprises an elite group of best-in-class companies carefully screened and evaluated before seat participation is granted. Alliance members and their parents generate revenues in excess of US \$1.8 billion. Sphaero Alliance human capital network is made up of over 15,000 agents, engineers, programmers, analysts, lawyers, accountants and support staff serving hundreds of Fortune 1000 companies and high profile clients. The Sphaero Alliance was conceived and launched by Zagada Markets as a pan-Caribbean Basin/Latin business development venture to accentuate and position the company's Caribbean Basin and Latin American Nearshoring decade of Innovation (2002-2010) Theme. For more information please visit www.sphaeroalliance.com

About Zagada Markets

Zagada is a business development analytics firm. The company provides research, indexes, rating and tailor-made advisory services on countries, cities and service suppliers to corporations. The company principally serves the corporate buy-side and is totally focused on delivering sourcing analytics on the global outsourcing sector. The company is the developer and publisher with its partner Waagstein Research of the only equity benchmark on the global outsourcing sector – The Zagada Waagstein Global Outsourcing 100 Index (Bloomberg Ticker: ZAWA100) – www.zagadawaagstein.com. In addition to managing its SphaeroAlliance.com supplier portal, Zagada publishes the leading NearshoreJournal.com sourcing blog. Please visit Zagada online at www.zagada.com