



## APAC Customer Services Selects New Global Vice President, Client Solutions

BANNOCKBURN, IL, Apr 01, 2010 (MARKETWIRE via COMTEX News Network) -- APAC Customer Services (NASDAQ: APAC), a global provider of outsourced solutions, today announced the appointment of Ruth M. O'Brien as Global Vice President, Client Solutions, effective March 8, 2010.

Ms. O'Brien joins APAC with more than 25 years of client solutions, sales and operational management experience. She has consistently created value for clients across various industries and geographies through innovative solutions and strategic initiatives. Her experience spans more than 50 client companies and brands in the course of her Call Center Outsourcing and Consulting work, including Fortune 500 companies and rapidly-growing start-up organizations.

"I am thrilled to welcome Ruth to APAC. Her client solutions and operational experience, along with her ability to solve strategic business problems for her clients make her ideally suited to lead our Client Solutions team," stated Mike Marrow, President and CEO at APAC. "Our client partners appreciate APAC's dedication to high-quality, high-value solutions to address their key business initiatives. The addition of Ruth to lead our Client Solutions team exemplifies this dedication."

Ms. O'Brien joins APAC from Stream Global Services, Inc. (formerly eTelecare) where she served as Senior Vice President, Global Service Delivery. Prior to that, she held the role of Senior Vice President, Operations - UK/Ireland and U.S. Western Regions for Sitel and has worked as an independent management consultant specializing in captive and BPO call center activities for a variety of industry-leaders.

About APAC Customer Services, Inc.

APAC Customer Services, Inc. (NASDAQ: APAC) is a leading provider of quality customer care services and solutions for market leaders in healthcare, financial services, business services, publishing, communications and travel and entertainment industries. APAC partners with its clients to deliver custom solutions that enhance bottom line performance. For more information, call 1-800-OUTSOURCE. APAC's comprehensive web site is at <http://www.apaccustomerservices.com>.

### Forward-Looking Statements

This document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Generally, forward-looking statements include expressed expectations, estimates and projections of future events and financial performance and the assumptions on which these expressed expectations, estimates and projections are based. Statements that are not historical facts, including statements about the beliefs and expectations of the company and its management are forward-looking statements. All forward-looking statements are inherently uncertain as they are based on various expectations and assumptions about future events, and they are subject to known and unknown risks and uncertainties and other factors that can cause actual events and results to differ materially from historical results and those projected. Such statements are based upon the current beliefs and expectations of the company's management. The company intends its forward-looking statements to speak only as of the date on which they were made. The company expressly undertakes no obligation to update or revise any forward-looking statements as a result of changed assumptions, new information, future events or otherwise.

The following factors, among others, could cause the company's actual results to differ from historic results or those expressed or implied in the forward-looking statements: its revenue is generated from a limited number of clients and the loss of one or more significant clients or reduction in demand for services could have a material adverse effect on the company; the performance of its clients and general economic conditions; and the terms of its client contracts.

Other reasons that may cause actual results to differ from historic results or those expressed or implied in the forward-looking statements can be found in the company's Annual Report on Form 10-K for the fiscal year ended December 28, 2008 and its subsequent filings on Form 10-Q for the fiscal quarters ended March 29, 2009, June 28, 2009 and September 27, 2009. Our filings are available under the investor relations section of our website at <http://www.apaccustomerservices.com> and on a website maintained by the SEC at <http://www.sec.gov>.

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