

# PRESS RELEASE

March 2, 2004

Prestige International Inc.  
Hercules Market Code 4290  
1-46-3 Hatsudai, Shibuya-ku, Tokyo  
Corporate Planning Manager: Naohiro Nishida  
Tel: 03-5354-7800  
E-mail: [ir@prestigein.com](mailto:ir@prestigein.com)  
URL: <http://www.prestigein.com/>

## **Prestige International announces the launch of a Human Solution Service in Japan**

Prestige International announced it is launching a Human Solution Service operation in Japan beginning in April 2004. The new operation will be a part of the Business Process Outsourcing group, which provides contact center outsourcing and consulting solutions on behalf of clients around the world.

### **1: Summary of Operation**

This new service will draw upon Prestige's roots in the temporary employment agency industry, as well as its eighteen years of experience in the contact center outsourcing arena. The Human Solution Service will develop operations on behalf of clients, by delivering business-process improvement for industry-specific functions, while reducing overall cost, risk and time to market. Building upon Prestige's know-how and unique backbone, the new service will leverage companies' existing infrastructure, to streamline operations and enable efficient customer service and business processing for clients.

### **2: Scheme**

At the request of the client, the Human Solution Service will place consultants within an organization, where they will learn first-hand the business practices and identify problem areas. The consultants will then propose a plan to increase efficiencies, lower costs and improve customer service.

### **3: Target**

- 1: Credit Card Companies
- 2: Insurance Companies
- 3: Mail Order Catalogue Companies
- 4: Current call center clients of Prestige International

### **4: Business Launch Time**

April 2004

END