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News Release

New Hong Kong contact center reinforces Prestige International's position as a leader in global BPO and CRM services.

Irvine, California, November 10, 2008 - Prestige International USA announced today the opening of a new contact center by the Hong Kong branch of Prestige International (Singapore) Pte Ltd.; both part of Prestige International, Inc.'s global organization. The new contact center strengthens Prestige International USA's position as a leader in providing US companies with global, integrated Business Process Outsourcing (BPO) and Customer Relationship Management (CRM) solutions. The new facility, which is located in downtown Hong Kong, builds upon a strategy of offering the highest quality of multilingual customer interactions combined with global connectivity to organizations such as those servicing the financial services, insurance and luxury goods markets.

The new Hong Kong contact center extends Prestige International's global service network to 15 facilities in 13 countries in Europe, Asia and the Americas regions. Other locations include a 1,200 seat contact center in Japan and facilities in major metropolitan areas such as London, Los Angeles, Sydney, and Singapore.

The new contact center is located in Tower 1 of the prestigious Gateway Tower office complex which soars above the Harbor City shopping mall with its 700 plus shops, including 50 restaurants and two cinemas. In addition to the appealing external surroundings, the facility itself provides a comfortable working environment with over 4,700 sq ft of space located high on the 20th floor - with floor-to-ceiling windows stretching the length of the contact center providing all employees with a picturesque view of Hong Kong bay and Kowloon Park below. The new center has also deployed leading telecom and systems technologies; providing employees with the tools they require for performing their job effectively.

Through the provisioning of a convenient and comfortable working environment, Prestige International has strengthened its value proposition and allowed it to hire and retain top customer service talent from Hong Kong's dynamic and diverse, highly qualified, multilingual workforce – as is required to effectively service its high-end retail and financial services clients.

About Prestige International

Prestige International USA, Inc. and Prestige International (Singapore) Pte Ltd are wholly owned subsidiaries of Prestige International, Inc., a Tokyo corporation publicly trading in Japan and a leader in providing Business Process Outsourcing (BPO) and CRM services. With over 20 years of experience in CRM service and through a worldwide network of 15 facilities located in 13 countries throughout Europe, Asia and North America, Prestige International delivers world-class, multilingual solutions to many leading multinational organizations. For more information about Prestige International and the services it offers please visit: <http://www.prestigein.com>.

Forward Looking Statements: This news release may contain forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of Prestige International and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements. Prestige International assumes no obligation and does not intend to update these forward-looking statements.

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