

2TOUCH NEWS RELEASE

2TOUCH CALL CENTRE GIVES FREELY TO SPORT RELIEF '08

Sunderland, 5th March 2008: Associates and members of the management team at 2Touch Call Centre in Sunderland will play a significant part in Sport Relief 2008, by giving up their time to staff the donation lines and handle the generous contributions from the public.

2008 Sport Relief uses everything that's good about sport to raise money and change lives. Comic Relief spends the money raised helping vulnerable people in the UK and across the world's poorest countries. 70 volunteers at 2Touch will be working their socks off throughout the seven hour TV extravaganza on BBC One on Friday 14 March. This top night of entertainment will see sporting heroes and top celebrities challenging themselves to raise cash. Over £18 million was raised for Sport Relief in 2006 and this year with the help of all our volunteers we hope to help top this total!

Sport Relief 2008 promises to be the best yet. There will be three days of entertainment, events and energy designed to challenge the entire nation from Friday 14th March – Sunday 16th March. On the Friday, as well as taking donations, volunteers will also be raising money themselves by getting up to all sorts of shenanigans! The Sales and Marketing Director, Gavin Rodgers has also committed to the six mile run which is taking place on the Sunday, where he hopes to raise even more money for the charity.

Stuart Gray, Managing Director at 2Touch comments: "We have an exceptional team of volunteers at 2Touch and they are totally committed to the work Comic Relief does. The atmosphere on the night promises to be electric and the team will be working incredibly hard whilst getting into the spirit of Sport Relief and rising to the challenge!"

Jan Brown, from Comic Relief's campaign management team says: "Without the help of call centres like 2Touch, Comic Relief would not be able to help so many vulnerable people living incredibly tough lives both at home in the UK and across the world's poorest countries. We greatly appreciate the time, enthusiasm and dedication of people in call centres all around the UK in handling the phenomenal amount of calls we take on the night and we would like to say a massive thank you!"

Ends

Notes to Editors:

About 2Touch

2Touch is a customer lifecycle management company that maximises revenue opportunities and enhances customer loyalty through brand interaction programmes. We understand that every customer interaction is precious because it determines the way they think and feel about the brand.

2Touch is different because we recognise consumer communication preferences evolve and change throughout the customer lifecycle, so we have become experts in multi-channel interaction technology. As a result we can readily respond to customers' demands, whilst delivering improved business performance.

Whatever your customer management issues, we can help. Find out how by calling us today on 0191 525 7000.

For general press enquiries, please contact Liz Churchman on 020 7819 4800 or liz.churchman@emmettandsmith.com

About Sport Relief

- Rise To The Challenge for Sport Relief Weekend from Friday 14 March – Sunday 16 March. Visit www.sportrelief.com to find out more
- Interviews and photographs are available on request
- To make a donation, call **08457 910 910** (local call charges apply)
- Since its launch in 2002, Sport Relief has raised £50 million
- By getting involved in The Sport Relief Weekend you're helping to change lives. The money you raise will be spent by Comic Relief to transform lives here in the UK and across the world's poorest countries.

- Sport Relief is an initiative of Comic Relief, registered charity 326568

For more information or to get involved, please call Jan Brown at Comic Relief on 0207 820 5529 or email j.brown@comicrelief.com