



For immediate release:

March 14, 2006, Kihei, Maui, Hawaii. TC Kokua, LLC has been selected as a finalist for both **Best Contact Center** and **Best Customer Service** categories in **The Contact Center World Awards** for the Americas Region 2006 to be held in Dallas, Texas **March 29th to 30th**, 2006.

The Contact Center World Awards 2006 are the industry's most prestigious independent awards program. Finalists are declared by an independent panel of qualified judges in the Contact Center industry. Conference delegates then vote for their favorite finalists in nine distinct award categories at our regional conferences. Winners from each region will progress to the World Finals in November 2006 where they compete to be declared the best in the world.

Located in the Maui Research and Technology Park on the island of Maui, Hawaii, TC Kokua has established itself as the leading outsourced customer contact center in Hawaii. TC Kokua is the first fully integrated multi-mode customer contact center in Hawaii and the only known company in the state to provide outsourced technical support. TC Kokua has an impressive list of clients throughout Hawaii and the US mainland in industries including hospitality/tourism, real estate software support, ISP tech support, consumer goods, political, pest control and awards programs.

"We are honored to be selected as one of the finalists for the Best Contact Center and Best in Customer Service awards," says Max Tsai, President & Owner of TC Kokua. "Even though we are just a small company in the middle of the Pacific Ocean, we want our customers to experience the warm Spirit of Aloha Hawaii is famous for. All of our staff have many years experience in customer service. Their dedication to providing the best customer service is reflected in everything they do and you can really feel it!"

"TC Kokua's aloha spirit is sure to stand out in this competition. The TC Kokua services have excelled beyond our expectations." says Paula Hegele, President of Maui's Winery. "In managing a small business, I was concerned about sourcing out such an important element, but TC Kokua in fact made our customer services stronger. They not only treat our customer's great, but work with our staff as co-workers. We are proud to have their customer service center represent us and confident in their capabilities to stand out above all the rest. TC Kokua is No Ka Oi!"

"We've been using TC Kokua for many years and have been extremely happy with the level of service they provide," said Everett Kaneshige, President of Pocket Real Estate, a company that develops software and solutions for mobile devices. "They go the extra mile to help our customers and we consider them a valuable partner in our business."

Commenting on the finalists and awards, Raj Wadhvani, President of ContactCenterWorld.com added "The awards are fantastic and are helping to raise industry standards. All the finalists are winners in so many ways; they represent the best in the industry and are prepared to put themselves on show for their peers to vote."



Betsy Wood, Evangelist, Multimedia Applications, Nortel, the Global presenting sponsor added, "As a long-time global participant in the customer contact industry, Nortel values this opportunity to work with ContactCenterWorld.com in making the premier of the Best of the Best Contact Center World Awards a success. Nortel became a sponsor, because these worldwide awards and conferences provide an excellent showcase for recognizing the superior performance delivered by leading contact centers today."

Wadhvani added "the momentum of the awards program is exciting. Although the Best Of the Best in Americas awards is closed for this year, we are seeing lots of exciting entries in Asia Pacific, and Europe, Middle East, and Africa where those awards will be granted later this year. We commend all entrants for helping to shape the industry."

About TC Kokua, LLC

TC Kokua, LLC is a customer service company that provides inbound and outbound contact services to companies nationwide. For more information, visit our web site at www.tckokua.com or contact Max Tsai, President of TC Kokua at 808-875-6636 and max.tsai@tckokua.com.

About the Contact Center World Awards

The Contact Center World Awards are the most prestigious awards program for the contact center industry. The awards program covers the world and entrants compete by size and by region. The Americas awards are presented on 30th March 2006 and entries are still being accepted for the Best in Europe, Middle East & Africa and the Best in Asia Pacific. To enter these regions please go to www.contactcenterworld.com/worldawards

The winners of the 3 regional awards program compete head to head for the Best in the World which takes place in Las Vegas from 6-8th November 2006. The Contact Center World Awards are sponsored by Nortel and supported by many leading industry associations around the world.

About ContactCenterWorld.com

ContactCenterWorld.com is the global support organization for contact center industry professionals. ContactCenterWorld.com was established in 1999 and still remains independent today. We currently have over 85,000 corporate members; the content on our site is what draws 7,500 unique users to us every day. ContactCenterWorld.com provides the industry's best resource center on the web, conducts international benchmarking studies, and runs award conferences around the world.