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## **TRANSCOM WINS CONTRACT FROM SNOWFLAKE**

**Transcom WorldWide S.A., the European CRM specialist, today announced that it has signed an agreement with Scandinavian Airlines' (SAS) low-cost airline 'snowflake'.**

Transcom will handle all flight bookings by telephone and all telephone-based customer support for passengers. Transcom will be one of the main channels for booking snowflake services in the Nordic countries, operating alongside the airline's online web booking service. The calls will be managed from Transcom's facilities in Borås (Sweden) and Vordingborg (Denmark).

"We have chosen Transcom to deliver this service because we are impressed by their ability to provide a fully integrated service by deploying market leading technology and delivering cost-efficient solutions," said Ludmilla Lindecrantz, Head of snowflake.

Keith Russell, President and CEO of Transcom WorldWide, commented: "We are delighted that this dynamic organisation has chosen Transcom as its supplier to manage and develop its customer relationships. This agreement is further evidence of our successful strategy to provide a wide range of high quality call centre-based CRM services on a local, national and pan-European basis."

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*Transcom WorldWide is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 35 centres employing more than 7,800 people delivering services to 19 countries – Luxembourg, Sweden, France, Denmark, Germany, Finland, Italy, Switzerland, Norway, the Netherlands, Spain, Austria, Morocco, Portugal, Poland, Estonia, Latvia, Lithuania and the UK.*

*The company provides CRM solutions for companies in a wide range of industry sectors, including telecommunications and e-commerce, travel & tourism, retail, financial services and utilities. Transcom offers clients a broad array of relationship management services, including inbound and outbound call handling, Interactive Voice Response, Internet Services, e-mail processing and fax broadcast. Client programs are tailor-made and range from single applications to complex programs, which are offered on a country-specific or international basis in up to 38 languages.*

*Transcom WorldWide S.A. 'A' and 'B' shares are listed on the Stockholmsbörsen O-List under the symbols TWWA and TWWB.*

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