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## PRESS RELEASE

### **Target Interact Offers “White Glove” Small Business Outsourcing** *One stop for web design/eCommerce, call center, fulfillment and more--*

New York, NY/March 17, 2008 -- Target Interact announced today that it is now providing end-to-end business process solutions (BPS/BPO) to small organizations of all types, including government. “Our company has long delivered call center management and fulfillment services to a wide variety of clients,” stated Roger LeFevre, Target Interact’s CEO. “Last year we added sophisticated web design and development capabilities to our service offering menu,” added LeFevre.

Now it’s possible for any sized entity to have access to an outsourced call center, interactive voice response (IVR), a customer relationship management (CRM) system, payment processing, inventory control and fulfillment services for between \$500 to \$1,349 monthly. In fact, the exact same services that Target Interact renders to Fortune 500 companies are now affordably accessible to small business.

“With a single telephone call, you can engage the Target Interact team to design your website, integrate a shopping cart and customer relationship management backend to that website, and then fulfill your orders and provide your customer service,” according to Mr. LeFevre. Similar arrangements with other outsourcers can apparently cost as much as \$100,000 monthly, no matter the size of your operation. Each phase of the commerce cycle has a distinctly separate cost component attached. For example, marketing and advertising is one cost factor, fielding inquiry and order calls and inputting orders into a processing system is another – which typically requires either a web interface or a call center or both. Warehousing, managing inventory, pick/pack/label/ship are the next step in the process, then comes invoicing and payment processing, and finally customer service and returns handling. Few realize how much goes into making an enterprise run smoothly and efficiently.

Eighty percent of the business done in the US is conducted by small businesses, yet so much emphasis is placed on procuring big businesses as a clients. “Target Interact has developed the means for the smallest of enterprises to look and act big, and actually walk the walk and talk the talk. That’s because the same ways the big guys are doing things are now available to the small guy too,” according to LeFevre.

So many functions that had to be done manually can now be accomplished by a computer. You used to have to go to the Post Office to buy postage or fill your mailing meter, but those things are in the past. It is possible today to control almost your entire business from the end of a telephone or in front of a PC, and our services even allow you to do that on the fly. “Target Interact can create virtually any business process solution you can imagine,” says LeFevre.