



Tier 3, Inc.

March, 2008

### **Tier 3 Hires New Vice President of Sales & Marketing:**

Tier 3 is pleased to announce the addition Lou Lanava to the position of Vice President of Sales and Marketing. Lou will be responsible for all of Tier 3 products and services and generating growth in the company's core business. Lou joins Tier 3 with over 23 years of experience in Business Development, Operations, and Client Services and Marketing. Most recently Lou was with StarTek, Inc., a leading Business Processing Outsourcer, where he was responsible for \$110m in revenue and growth of StarTek's three largest customers.

Prior to StarTek, Lou held senior leadership positions with Center Partners, Inc., and Alva Learning Systems. As an executive with TeleTech, an industry leader in Outsourcing, he was responsible for the growth and profitability of TeleTech's second largest customer, with annual revenues in excess of \$75m and was chosen to receive the prestigious *Vendor Partnership Award* from the United States Postal Service in recognition of "the contributions made towards improved contract performance".

In addition, Lou has also held executive management positions in Customer Service and Business Development for Ameritech and MCI. *"I am excited to have Lou on board. His knowledge of the industry and network of relationships will be invaluable to us as we pursue new names, new business and growth for Tier 3".*

Darrell Rhodes, President, Tier 3