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FOR IMMEDIATE RELEASE

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TRANSCOM SECURES STRATEGIC PARTNERSHIP WITH SFR

Transcom WorldWide S.A., the European outsourced services specialist, today announced that it has signed a strategic agreement with Société Française du Radiotéléphone (SFR), for the supply of Customer Relationship Management services in France. This contract is subject to the approval, by the French competition authorities, of the acquisition of Tele2 France's fixed and ADSL business by SFR. The contract will include the provision of customer support and sales services for the fixed line and ADSL customers of Tele2 France.

Pierre Trotot, SFR Administrateur and Directeur Générale Délégué of SFR, said: "We are very pleased to have secured such an agreement with Transcom Worldwide, which will ensure the ongoing management of the Tele2 France customer base. We look forward to working with Transcom Worldwide to grow the ADSL business within SFR and to make further improvements to the existing services".

Keith Russell, CEO of Transcom Worldwide, commented: "We are delighted to have reached this strategic partnership with SFR who will now become one of our largest and most important clients. We will continue to find opportunities to improve the services that we offer SFR and their newly acquired client base, and to work closely with them to develop future business".

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About Transcom

Transcom WorldWide S.A. is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 50 service centres employing more than 12,200 people delivering services to 28 countries – Austria, Belgium, Chile, Croatia, Denmark, Estonia, Finland, France, Germany, Hungary, Italy, Latvia, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, the Czech Republic, the Netherlands, Serbia, the UK, the USA and Tunisia.

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 communication; telemarketing and outbound; Administrative Tasks; Web servicing; CRM Consultancy Service; Contract Automation; Credit Management Service; Legal Services; and Interpretation Services. Client programs are tailor-made and range from single applications to complex programmes, which are offered on a country-specific or international basis in up to 33 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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