



Our people make the difference

FOR IMMEDIATE RELEASE

1 August 2008

**TRANSCOM SIGNS 3-YEAR, 33 MILLION EURO IN-HOUSE TAKEOVER
DEAL TO PROVIDE PUBLIC SECTOR CRM SERVICES IN ITALY**

Transcom WorldWide S.A. (“Transcom” or “the Company”), the global outsourced services company, today announced that it has signed a three-year, €33 million in-house takeover contract with Lombardia Informatica (“Lombardia”), a service company that is 100% owned by Regione Lombardia (a branch of the Italian government in Northern Italy), to provide inbound CRM services for the regional healthcare system.

With effect from 1 August 2008, Transcom agents will handle hospital enquiries and booking requests from private citizens in the Lombardia region in Northern Italy. From the contact centre, agents will be able to check doctors’ availability online by accessing the hospital database directly and also make bookings in real-time according each individual’s needs.

Under the terms of the agreement, Transcom will assume responsibility for Lombardia’s staff and premises at its existing contact centre in Sicily for the duration of the three year contract. Transcom is forecasting strong growth for this project and expects to double the size of the business over the next two years.

Keith Russell, President and Chief Executive Officer of Transcom, commented: “We are very excited to announce this important deal to provide CRM support to the healthcare system in Regione Lombardia. By utilising Transcom’s management competencies to efficiently manage its operations, the government and citizens of Lombardia are able to benefit from a high quality service and a reduced overall cost.”

#

Transcom WorldWide SA

Keith Russell, President & CEO
Noah Schwartz, Investor & Press Relations

Tel: +352 27 755 000
Tel: +44 (0)20 7321 5010
Email: transcom@sharedvalue.net

Visit our website at www.transcom.com

About Transcom

Transcom WorldWide S.A. is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 72 sites delivering services from 29 countries – Austria, Belgium, Canada, Chile, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Hungary, Italy, Latvia, Lithuania, Luxembourg, the Netherlands, Norway, the Philippines, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland, Tunisia, the UK and the USA.

Transcom WorldWide is an international provider of outsourced services and solutions in the field of customer contact. Its principal areas of business are the provision of Customer relationship Management and Credit Management products and services utilising its contact centres around the globe. Transcom provides solutions for a wide range of companies, targeting its core vertical markets, which include communications, financial services, travel and leisure, media, utilities and retail. Transcom offers its clients a broad array of relationship management services, including customer care solutions, credit management services, customer acquisition, development and retention, market research, CRM consulting, legal services and interpretation work. Client programmes are tailor-made and range from single applications to complex programmes, which are offered on a country-specific or international basis in more than 33 languages.

Transcom WorldWide S.A. class A and B shares are listed on the Nordic Exchange Mid Cap list under the symbols 'TWW SDB A' and 'TWW SDB B'.