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### Surge of Business for the DYXnet IP Call Centre

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Mounting Demand Driven by the Shanghai World Expo

The Yangzhou Call Centre Comes into Service in the Third Quarter  
To Meet the Market Challenges of the Yangtze River Delta Following the Expo

HONG KONG, May 31 /PRNewswire-Asia/ -- DYXnet, Greater China's Leading ICT (Information and Communications Technology) Service Provider, announces the outstanding performance of its IP call centre business following in the wake of the Shanghai World Expo. Handling 120,000 calls a day with all 400 seats fully occupied, the cutting-edge IP call centre in Shanghai saw a rapid surge in business volume.

To cope with the growing demand foreseen in the tier one and two cities in the Yangtze River Delta region following the World Expo, DYXnet is announcing the opening of a new IP call centre in Yangzhou in the third quarter of this year, adding 700 seats into its existing services.

The Shanghai World Expo drives strong growth

According to the Shanghai Call Centre Association, the Shanghai World Expo brought with it tremendous market demand. Many large enterprises are providing their customers with professional services through the use of call centres, while some large retail chains are offering their customers Expo information through this channel. The official World Expo telephone hotlines provide services not only in Chinese, but in 12 other languages as well. Since April 2010, call volume at the call centres has increased rapidly, with the number of calls per day reaching 18,000 at its peak.

DYXnet's sizable 400-seat IP call centre in Shanghai has been operating at full capacity well before the start of the World Expo. Corporate clients range from the retail, hotel, catering and education sectors to insurance and global express industries.



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Lap Man, Founder and CEO of DYXnet, said, "With the opening of the Shanghai World Expo, DYXnet's IP call centre business in April 2010 recorded a 21% growth compared to the same period last year, far above average market growth. Apart from maintaining networks of the best quality in China, DYXnet is also experienced in operating call centres in foreign countries, helping clients handle sudden surges of foreign language inquiries while delivering services of the highest quality."

The Yangzhou IP call centre will meet fresh opportunities brought by the World Expo

DYXnet's IP call centre in Yangzhou will begin operations in the third quarter. With 700 seats to manage volume, the call centre will handle calls from various industry sectors and strengthen DYXnet's service networks in the Yangtze River Delta.

Lap Man explains, "Both domestic and foreign enterprises have seen an increase in investments in the Yangtze River Delta thanks to the Shanghai World Expo. By the third quarter, it is expected that these investments will lead to the rapid growth of peripheral industries. IP call centre services in demand will include retail after-sales hotline services, cross-selling calls from the services industry, tourism information for locales around Shanghai and so on. The new DYXnet IP call centre in Yangzhou represents a strategic move to meet market growth."

A green industry driven by domestic demand

The domestic market is flourishing. With the government's support of low-emissions industrial development, the IP call centre business will expand rapidly amongst DYXnet businesses. In 2009, the DYXnet IP call centre business recorded over 100% in year-on-year growth.

Lap Man is very optimistic regarding the IP call centre business in China. He points out that in addition to the financial and telecommunications industries, the retail, fast food and education industries will also see an increasing demand for IP call centre services in the years to come thanks to consumer growth on a national level. The call centre business has also been expanding in the developing second-tier cities. These factors all contribute to strong sustainable growth year by year.