



Softtek Named Top Company to Watch South of the Border on 'Global Services 100' List

Position defined on effective operations, service offerings, client relationships and human capital

New York, NY, January 31st 2007 – Softtek the leading Near Shore[®] Service provider, announced today that it has been named for the second year in a row by Global Services magazine to the number one position on the 2007 Global Services 100 list in the South of the Border category.

The Global Services 100, now in its second year, is a tool for buyers of business and technology services. Judges from Global Services magazine team up with outsourcing experts at neoIT, a consulting firm that specializes in services globalization, to identify and evaluate the leading service providers located on four continents. The evaluation is based upon data provided by the service providers and third parties regarding effective operations, service offerings, client relationships and human capital. Winners are selected in each of 11 categories including service-delivery areas such as business process outsourcing, IT services and customer care. Winners are also selected in regions such as Eastern Europe, Asia, and Latin America.

Founded in 1982 Softtek provides one of the best geographic coverage in Latin America, and is also the creator of the trademarked term Near Shore, which identifies its global services offering, created as an alternative to “traditional” offshore IT outsourcing. The concept leverages proximity, low cost structures and international trade agreements to provide clients with a more convenient and highly competitive global sourcing choice.

Blanca Treviño, President and CEO of Softtek mentioned “We are very pleased again to be at the top of the category, our success is only possible by delivering on commitments with our clients; they have always trust us, even coming from an area of the world that is not particularly known for its IT skills” and adds, “we are here to change that perception”.

Softtek is one of the few companies outside of India that has a Global Delivery Capability. Today Softtek has 7 Global Delivery Centers, four in Mexico, two in Brazil and one in Spain. All of them operate following a model based on Six Sigma and CMMi Level 5 standards. The company is the only private company in the region that operates 2 CMMi Level 5 and 1 CMM Level 5 Global Delivery Centers.

“The company’s track record of delivery and performance, as well as its active role in creating alternatives to Asian centric sourcing, were some of the factors that lead us to select Softtek”, mentioned Rusty Weston, Editor in Chief, Global Services Magazine, “the company stands out as one of the few strong alternatives to India based vendors, along with an impressive coverage in Latin America”.

Softtek offers Application Related Services, IT Infrastructure Support, Business Process Outsourcing, as well as Software Products and Associated Services in Argentina, Brazil, Chile, Colombia, Mexico, Peru, Puerto Rico, Spain, US and Venezuela.

About Global Services

Global Services is an integrated media brand with a portfolio offering that includes a magazine, a website, events, a newsletter and customized solutions. Our audience consists of corporate professionals engaged in the sourcing and management of business and technology services. Global Services is owned by CMP-CyberMedia LLC. The editorial team is co-located in the United States and India.

About neoIT

neoIT is a management consulting firm that helps leading corporations improve and grow their business by capitalizing on services globalizationSM. Through a blend of strategic advisory services and hands-on execution support, neoIT provides advice and management expertise on the globalization of Information



Technology (IT) and Business Process Outsourcing (BPO) services. For more information, visit www.neolT.com.

About Softtek

With more than 4,500 people, Softtek is the leading Near Shore® Services Company in North America. Softtek also serves Latin America and Europe with presence in 10 countries. The firm has been in business for 25 years and serves top tier corporate clients in all the markets it operates. For more information, visit the company's Web site at www.softtek.com.

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