

# Harte-Hanks to Open New Customer Care & Tech Support Facility in Texarkana, TX

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## Company Plans Facility to Be Operational by First Quarter 2008

AUSTIN, TX--(MARKET WIRE)--Oct 1, 2007 -- Harte-Hanks (NYSE:[HHS](#) - [News](#)), a worldwide direct and targeted marketing company, announced today that it will open a new customer care and technical support contact center facility in Texarkana, TX, with plans for the center to be operational by first quarter of 2008. The company, which operates nine contact centers around the world including five in the United States, in addition to offering a comprehensive range of direct marketing solutions, said it chose the Texarkana location following an extensive site search.

"More and more companies recognize that the people they hire to represent their businesses and their brands on the phone are a key link in the customer supply chain," said Tann Tueller, corporate officer and vice president, Harte-Hanks, Inc. "We're in the customer optimization business at Harte-Hanks, and a great customer experience happens when an informed, educated and polite person is there to answer questions and give customers what they need quickly and accurately."

"We chose Texarkana to locate our new contact center because of the quality of the local people who have expressed an interest in us as a place to work, the quality of the facility, and the solid support we've received from the local government and business community," Tueller said.

The company held a job fair during the summer to gauge local employment opportunities. The company states it has a goal to hire as many as 750 employees by the end of 2008, depending on business conditions.

"A significant number of clients -- which include Fortune 500 companies, among others -- want customer care and technical support expertise right here in the United States," Tueller said. "While we offer quality customer care solutions worldwide, our roots, our experience and our commitment begin here at home -- and we've been part of the fabric of many towns and cities in which we've located."

"The City of Texarkana, Texas, is delighted to welcome Harte-Hanks to the community and is excited about the job opportunities for our citizens that will result from such an outstanding company entering our area," said F. Larry Sullivan, Ed.D., chief executive officer and city manager, City of Texarkana, TX. "To have a company of this stature participating in a public-private partnership effort for jobs and economic development we believe represents a tremendous investment for us."

"Having a quality corporation such as Harte-Hanks expand into this market shows that Texarkana continues to be a significant player in workforce and partnership issues," said Jeff K. Sandford, president and chief executive officer, Texarkana USA Chamber of Commerce. "We are confident that Harte-Hanks will enjoy a successful tenure here, and look forward to serving them for years to come."

"The addition of Harte-Hanks to the Texarkana business community works extremely well for everybody involved," said John M. Jarvis, 2007 chairman of the board, Texarkana USA Chamber of Commerce. "We are delighted to associate with a fine company, while supplying a vibrant, qualified workforce for this facility."

Within the United States, Harte-Hanks has inbound and outbound customer care and/or technical support facilities, collectively supporting business-to-business and business-to-consumer markets, in Austin, TX, where its "response management" business is based; Shawnee, KS; Clearwater, FL; San Diego, CA; and Pennsauken, NJ.

About Harte-Hanks, Inc.

Harte-Hanks is a worldwide direct and targeted marketing company that provides marketing services and shopper advertising opportunities to local, regional, national and international consumer and business-to-business marketers. Harte-Hanks Direct Marketing improves return on its clients' marketing investment by increasing their prospect and customer value -- a process of "customer optimization" -- organized around five strategic considerations: Information (data collection/management) -- Opportunity (data access/utilization) -- Insight (data analysis/interpretation) -  
- Engagement (knowledge application) -- Interaction (program execution). Expert in integrating this process, Harte-Hanks Direct Marketing is highly skilled at tailoring solutions for each of the vertical markets it serves. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com> or call (800) 456-9748.