

Wednesday, April 29, 2009

Ryla Selects Saraland for Regional Expansion Project

PRESS RELEASE FROM MOBILE CHAMBER OF COMMERCE

Georgia-based call center services' firm will bring hundreds of jobs, a regional headquarters and corporate data center

Ryla Inc., a Kennesaw, Ga.-based company providing outsourced call centers and customer contact solutions to Fortune 500 companies, government agencies and nonprofits, announced it selected the Mobile County community of Saraland as the site for its Gulf Coast expansion plans.

The privately owned company will make a capital investment of approximately \$8.5 million in establishing its new regional headquarters, a corporate data center and a regional customer contact center. This project is also anticipated to create approximately 1,200 full-time positions with an average base wage of \$21,754 plus bonuses and benefits. Ryla officials anticipate the first 400 jobs to be created by early summer, and the remaining 800 jobs created by the end of 2011.

Mark Wilson, who co-founded Ryla with his wife Shelly Wilson in 2001, serves as the company's president and chief executive officer. Wilson said significant growth created the need to increase operations outside of the Georgia area.

"We are proud to be expanding into the Mobile area by hiring and creating more than 1,000 new jobs over the next few years," said Wilson. "Ryla applauds the Governor, as well as state and local leadership for approving incentives that fuel economic development and create employment opportunities domestically."

Gov. Bob Riley was in Mobile to make the announcement, saying, "This is probably the only announcement taking place in America today about 1,000 new jobs, and it's happening here in Alabama," said Riley. "We are proud to welcome Ryla to our state and look forward to a long and prosperous partnership."

"In the current national economy, to be adding a thousand new jobs is a real coup. We're thrilled to have a growing innovative company like Ryla in Mobile County," said Mike Dean, Mobile County Commission president.

"This is another great boost for the north part of the county. ThyssenKrupp, the SSAB expansion and now Ryla are allowing for a lot of different job opportunities," said Merceria Ludgood, Mobile County Commissioner, District 1.

"This is a great example of how economic development produces more economic development.

Our name is now out there as a great county in which to do business,” said Stephen Nodine, Mobile County Commissioner, District 2.

Saraland officials said they are looking forward to working with the new Ryla team.

City of Saraland Mayor Ken Williams said, “This is a great project for the city of Saraland especially in this economic downturn. We will continue to work with Ryla as they settle in as our newest member of the business community.”

These are solid jobs with flexible schedules and appeal to a broad base of potential employees, said Win Hallett, Mobile Area Chamber of Commerce president. “There is a need for jobs, and this is the ideal time for a growing company to invest in the Mobile area.”

Dallas-based consulting firm, Site Selection Group Inc. was hired by Ryla to conduct a regional search to identify the community most compatible with the company’s operating requirements. Christine Sullivan, senior vice president and lead on the project, said “Our client came to us with very specific workforce and real estate requirements along with an extremely aggressive timeline. The state and local leadership understood these key business elements and assertively worked to create a win-win situation for both Ryla and the community of Saraland.”

Partners in this recruiting effort included Alabama Development Office, Alabama Industrial Development Training, City of Saraland, Mobile Area Chamber of Commerce, Mobile County, Mobile Works and Site Selection Group. The Mobile Area Chamber, through a contract with the city of Mobile and Mobile County, is the lead economic recruiter and collaborates with various entities to secure projects for the Mobile Bay area.

Fast Facts

Capital Investment: \$8.5 million

Number of Jobs: 400 initially, 1,200 at full employment

Average Base Pay: \$21,754 plus bonuses and benefits

Expected to Open: June 2009

Key Economic Development Partners in Project: Alabama Development Office, Alabama Industrial Development Training, City of Saraland, Mobile Area Chamber of Commerce, Mobile County, Mobile Works and Site Selection Group

Ryla Jobs Contact: Trina Revels, recruiting manager, 678-322-5113

Ryla on the Web: www.ryla.com

About Ryla:

Ryla Inc. is a leading domestic provider of value-added customer contact services for Fortune 500 companies, government agencies and nonprofit organizations requiring Excellent Interactions Every TimeSM. Domestically focused, Ryla delivers a range of customized customer contact services, including inbound customer care, tech support, help desk, outbound data collection, surveys, automated messaging, retention programs and back office process

support. Additionally, Ryla specializes in delivering on-demand, project-based solutions requiring quick ramp-up for crisis response, seasonal retail and political needs – a growing niche in the contact center industry for which there are few providers. Headquartered in Kennesaw, Ga., Ryla is ranked as one of the fastest growing private companies in the nation by Inc. magazine and nationally recognized as a top workplace. Through its “Small yet big” approach, Ryla offers the flexibility of a small company with the capabilities of a large company.