



PRESS RELEASE

Atento inaugurates its customer relationship center in Feira de Santana, Brazil

- **The center, located in the state of Bahía, held its official inauguration ceremony today; operations began a few months ago and it is already functioning at 100% capacity**
- **The center provides employment for 2,500 agents and offers end-to-end customer experience solutions, cross selling, and technical support to leading companies in the Brazilian market**

SAO PAULO, July 7, 2015 – Atento (NYSE: ATTO), a leading provider of customer relationship management and business process outsourcing services (CRM/BPO) worldwide, held the inauguration ceremony for its customer relationship center in Feira de Santana, in the State of Bahía today. The center is Atento's third in this State in the northeast of Brazil, with two others located in the capital, Salvador de Bahía.

For Alejandro Reynal, CEO of Atento, “Having a third center in Bahía allows us to strengthen our company's position as a leader in customer experience services and solutions in Brazil. We are also increasing our capacity to offer end-to-end solutions adapted to the needs of companies operating in highly competitive environments, environments in which an excellent customer experience becomes the most important source of competitive advantage”.

The Feira de Santana center provides employment to 2,500 people in the city and is operating at 100% capacity, offering customer experience solutions, cross selling, and technical support to leading companies in Brazil. The center reinforces Atento's strategy of locating its operations in those cities that offer competitive advantages for the business.

For Nelson Armbrust, General Manager of Atento Brazil, “Atento continues to identify the best locations for expanding its operations in Brazil while also contributing to economic development in the different regions where it carries out its business activity. This center consolidates our commitment to the northeastern region of the country. Also, we are very proud of contributing to the professional development of thousands of young people in the region. With the Feira de Santana center, Atento has surpassed 12,500 employees in Bahia, which demonstrates the region's importance to us.” The facility's launch has also had the support of the State's government and the Municipality of Feira de Santana. The center's contribution to the region's development is expected to continue to increase in the coming years thanks to the municipal incentives law.

The modern Atento facilities in Feira de Santana occupy 6,000 m² built on two floors. Additionally, there are two training rooms, three meeting rooms, three dining and recreation areas, and a reading room. The center is fully accessible for people with disabilities.

Atento is one of the largest employers in Brazil, recognized in the country and the world as one of the Best Workplaces by the Great Place to Work Institute. The company has operations in six major Brazilian urban centers Sao Paulo, Rio de Janeiro, Salvador, Belo Horizonte, Porto Alegre, Goiania, and in the cities of Campinas, Sao Bernardo do Campo, Santo Andre, Sao Jose dos Campos, Santos, Ribeirao Preto and Feira de Santana. Additionally, Atento provides in-person services in more than 900 cities throughout the country. Atento is recognized as a leader in the CRM BPO sector in Brazil, providing the

best customer experience through innovative solutions, its integrated multichannel platform and the investment in new technologies.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (CRM BPO) services in Latin America, and among the top three providers globally, based on revenues. Atento is also a leading provider for U.S.-based companies nearshoring CRM/BPO services to Latin America. Since 1999, the Company has developed its business model in 14 countries where it employs more than 160,000 people. Atento has over 400 clients to whom it offers a wide range of CRM BPO services across multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, media and technology, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). For more information visit www.atento.com

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