



PRESS RELEASE

Atento to hire 100 new employees in El Salvador fully dedicated to a U.S. fortune 500 client

NEW YORK, NY, January 28, 2015 - Atento S.A. (NYSE: ATTO), the largest provider of customer relationship management and business process outsourcing (CRM BPO) services in Latin America, today announced its plan to hire 100 additional employees in El Salvador, doubling the number of agents fully dedicated to serve one of Atento's U.S. Fortune 100 telecommunications clients in English.

The new hires will bring the total number of employees in El Salvador serving US clients to approximately 630, playing a critical role in a larger strategy to proactively serve increased demand from U.S.-based clients seeking a near-shore customer service partner. As the CRM BPO market leader in Latin America, Atento is best positioned to serve U.S. companies seeking to near-shore customer experience services, with preferred geographical locations in close proximity to the U.S. and a bilingual, culturally sensitive labor pool. The additional hires will sit in the company's state-of-the-art 28,000 square foot facility in San Salvador City, featuring cutting-edge technology, training rooms, restaurants and recreation areas.

Alejandro Reynal, CEO of Atento, stated, "The U.S. near-shore market is a very important growth opportunity for Atento. Last year, we proactively launched a strategic program to grow our U.S. near-shore business, and it is already delivering results. We have increased our client base, and the number of services we offer to them, through state of art infrastructure and bilingual workforce in El Salvador, Guatemala and Puerto Rico, fully dedicated to manage customer relations for very prominent U.S. brands in the telco, retail and consumer electronic sectors. The latest expansion of our El Salvador workforce is just one more example of this success and the growing trend to serve customers in North America from near-shore destinations."

Bruce Dawson, Atento U.S. Near-Shore Director, stated, "Atento's leading position in the Latin American region provides many advantages to U.S. companies in particular, including a near-shore, bilingual and tech-savvy agent base and very robust infrastructure. Our U.S. clients have already recognized us as the premier provider of these near-shore customer experience solutions, reflected in these new hires set to meet this growing demand."



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About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM BPO") services in Latin America and Spain, and among the top three providers globally, based on revenues. Since 1999, the Company has developed its business model in 14 countries where it employs approximately 153,000 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. For more information visit www.atento.com

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