

## **RURAL OUTSOURCE FIRM CALERIS TO ADD OVER 100 NEW EMPLOYEES TO ITS SMALL TOWN LOCATIONS**

### **Company Signs Major Clients To Bring Caleris' Total Workforce To An Estimated 400 Employees By The End Of 2011**

**DES MOINES, Iowa – (May 19, 2011)** – Caleris, a leading business process outsourcing provider, announced today that it has begun hiring 100 employees for its Newton, Iowa, location, which is the former headquarters of Maytag. The new staff additions are a result of securing major out-of-state clients that will be onshoring jobs to Iowa, instead of overseas. Hiring will be facilitated in waves in order to accommodate the needs of both Caleris and its client. Caleris has begun hiring for its Newton location, already employing over 150 people, with space to increase staff by roughly two times.

“This unprecedented expansion of Caleris’ operations to a projected employee base of more than 400 people is a direct reflection of the industry leading results and value add we offer our clients,” said Rick Grewell, co-founder of Caleris. “Our rural locations, Iowa’s affordable cost of living, excellent Internet connectivity speeds, and hard-working local workforce afford Caleris a competitive advantage amongst other rural and overseas competitors.”

Caleris is one of Iowa’s largest rural employers, with locations based in small towns around Iowa’s capitol city, Des Moines. The towns of Jefferson, Manning, and Newton employ nearly 300 employees who perform a variety of different services for clients including content moderation, back office operations, technical troubleshooting, etc. Unlike well-known call centers that focus primarily on general customer service inquiries, Caleris is a technical outsourcing firm that requires advanced knowledge and superior customer service skills from its employees.

#### **About Caleris**

Headquartered in West Des Moines, Iowa, Caleris operates exclusively from three Iowa customer support centers in the communities of Manning, Jefferson, and Newton. The company specializes in delivering inbound support services including technical support, customer care, corporate helpdesk, product support and Internet helpdesk. Caleris serves clients in varying industries, ranging from consumer electronics manufacturers to insurance companies. In addition to contact services, Caleris provides user-generated content moderation for social media websites and also performs product fulfillment. For more information visit [www.caleris.com](http://www.caleris.com) or call 515-331-0560.