

NEWS RELEASE

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SFI INTERNATIONAL ANNOUNCES TEEBOP.COM.AU **An e-commerce solution for hard-to-find or discontinued products**

MELBOURNE, VIC – As part of its continuing efforts to provide innovative solutions in the consumer affairs outsource market, SFI International (SFI) today announced the formation of TeeBop.com.au, a unique solution designed to enhance customer retention by offering consumers a source for hard-to-find or discontinued products.

Peter Gillson, Director of Global Relationships for SFI explains the genesis of the business in this way. “Our business partners in the USA (SFI Inc) created Teebop.com in 2005 with the Consumer Packaged Goods companies in mind. We have witnessed the continued growth of this part of the business in that region and with the strong on line focus by consumers it seemed the logical next step for growth between our companies. Through our relationships with numerous call center and software clients, we identified that a significant number of contacts were for “Where-to-Buy” issues. We recognised that need as substantial and wanted to offer a solution.” Gillson continues, “Statistics tell us that a customer will typically make five attempts to locate a product before going to the competition. TeeBop.com and Teebop.com.au allows companies to offer an immediate solution that will insure customer retention.”

Consumers can purchase hard-to-find or discontinued products twenty-four hours a day on-line at www.TeeBop.com, or weekdays by calling toll-free at 1-800-667-4860 and Teebop.com expects to offer the same service levels for customers in the Asia pacific region.

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Current clients include Reckitt Benckiser, Colgate Palmolive, Playtex Products, Inc.; CNS, Inc.; and Red Island Australia. According to Debbie Kitchell, Consumer Affairs Manager for Playtex Products, Inc., “...we would love to have all of our products available on the store shelves. Since this is not possible, it is great to refer consumers to TeeBop as an option. Gillson also explained that “brand positioning is key in today’s climate and those companies who make the effort to provide customers with touch points that allow them to easily locate product will have a distinct advantage in meeting the customer experience expectations” With consumer packaged goods companies getting squeezed for shelf space in the big retailers Teebop.com.au provides the customer with an on line expanded product choice.

In addition to domestic and international call center services, the company provides a full range of fulfillment services, and specialized software to collect, analyze and report consumer data. SFI International provides Customer Feedback Systems to many of the world leading brands and is well positioned to understand customer sentiment and expectations from the manufacturing sector Gillson concluded.

SFI International, headquartered in Melbourne Vic, is a company that works with large corporate clients to improve the customer experience. For more information about products and services, please visit www.sfi.com.au or call +61 3 8847-1300.

TeeBop.com.au is a unique solution designed to enhance customer retention by offering consumers a source for hard-to-find, replacement or discontinued products. For more information about TeeBop.com.au, call + 61 3 8847-1330 or via e-mail at info@teebop.com.au

Peter Gillson is a well respected speaker in the field of consumer affairs and Director for global relationships at SFI/Teebop and is the immediate past president of SOCAP Australia. SOCAP is the industry association for consumer affairs professionals that strives to advise on the constant improvement in the professional approach to consumer affairs for all stakeholders.