

**For Immediate Release**



**West Corporation**  
11808 Miracle Hills Drive  
Omaha, NE 68154

**Media contacts:**  
Mack McKenzie at West Corporation  
402-963-1324

Patrick Dixon at Ashton Partners  
312-553-6726

## **West Business Services Opens National B2B Sales Center in Madison Area**

(Middleton, Wis., January 3, 2008) – West Business Services, today announced the opening of their new national B2B Sales Center in the Madison, Wis. area. The National Sales Center will bring, at capacity, more than 300 jobs to the company’s new facility located in the Wisconsin Trade Center building at 8401 Greenway Boulevard, Middleton, Wisconsin.

West Business Services intends to hire a mix of full-time positions, which will include sales, account management and sales support. At capacity, the Middleton location could hold as many as 300 employees. The National Sales Center is a significant addition to West’s presence in Wisconsin, which includes more than 1,200 employees at similar facilities in Appleton and Wausau.

“Madison is a city with tremendous energy, a serious commitment to being at the forefront of technology and a fantastic, upbeat attitude. We think our investment in the new Middleton office will be a great addition for West Business Services and for the people in the Madison area,” said John Sanley, president of West Business Services. “Our clients needs in the B2B space are increasingly complex, and the Madison area provides the perfect mix of talent, energy, strong education and growth opportunity.”

West Business Services helps Fortune 1000 clients increase sales and market share. West Business Services offers a full spectrum of sales solutions including lead management and team sell, sole territory coverage and account management. The company's clients include some of the largest brands in America, such as Office Depot, The New York Times, Reebok, Kimberly Clark, Proctor and Gamble and Eli Lilly, just to name a few.

The company is currently hiring Sales and Account Management personnel for their new center in Middleton, and individuals will be offered a competitive salary with bonus opportunities, training and full benefits. The National Sales Center is located in the Wisconsin Trade Center at 8401 Greenway Blvd. in Middleton.

### **About West Business Services**

West Business Services delivers business-to-business sales solutions to companies in the healthcare, small-to-medium sized business and consumer products markets. The company helps its clients drive incremental sales, increase revenue and strengthen relationships through an integrated suite of customized solutions that includes lead management, sole territory coverage, team selling and account management.

West Business Services is a division of West Corporation, the leading provider of outsourced communication solutions with more than 37,000 employees worldwide.

For more information contact 1-888-873-6000 or visit [www.westbusinessservices.com](http://www.westbusinessservices.com).

###

