



Canadian Call Management Association

FOR IMMEDIATE RELEASE

CONNECTIONS CALL CENTER WINS AWARD FOR ETHICS

Grimsby, ON, January 9, 2005 – Connections Call Center was awarded the prestigious Tom Ryan Award for Ethics, Integrity, and Quality Above All at the Canadian Call Management Association (CAM-X) Annual Conference in Kananaskis, AB December 2, 2005.

The selection committee, composed of business and community leaders, chose Lillian (Lil) Lyle in recognition of her dedication to ethical business practices, a progressive working environment, and Connections' contributions to the business community, volunteerism and community events.

"We are thrilled," said Lil Lyle, "Being recognized for such a prestigious award is an incredible honour."

The judges, while not involved in the call centre or answering service industry specifically, evaluate applicants based on their ongoing commitment to the delivery of quality service without sacrificing the working environment: their ongoing customer services initiatives, and just as importantly, the company's community involvement. Size of operation, revenues, technology used, or call volumes are not considered in the selection process.

Lil has just completed a six year term as a Board Member of CAM-X and serves on the Board of Directors for the Squamish Chamber of Commerce. Along with her daughter, Trish Brown, they volunteer their time with Big Brothers/Big Sisters, Squamish Minor Hockey, Squamish Humanity Village (a group formed to adopt a village in Sri Lanka devastated from the tsunami in 2004), The Test of Metal Mountain Bike Race, The Gearjammer Bike Race, Grad Committees and many others. They both enjoy supporting the community that they live and work in.

About CAM-X

Based in Grimsby, Ontario CAM-X is a Canadian based trade association for the Call Management industry which includes: call centres, telephone answering services, voice-mail services, telemarketing services, and other communication services. Their goal is to contribute to their members' profitability by fostering a willingness to exchange ideas, experiences and solutions while promoting the general welfare and ethical standards of the industry.

www.camx.ca

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