



NEWS RELEASE

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Perceptis Inc. Adds New Facility in Greenville County, SC *Investment Expected to Create At Least 200 New Jobs*

GREENVILLE COUNTY, SC – January 12, 2011 – The South Carolina Department of Commerce, the Greenville Area Development Corporation and Upstate Alliance today announced that Perceptis Inc., a leading provider of help desk and customer support services to the higher education market, will open a new facility in Greenville County. Over the next five years, the company expects to invest \$1.125 million in the new facility and create 200 new jobs.



“Since this company’s founding, Perceptis has grown rapidly, and this new facility in Greenville County will help us meet growing demand for our services. Greenville County and South Carolina

provide us with an excellent business environment and the strong labor force we need to support operations. We look forward to putting roots down in South Carolina’s Upstate and starting operations at this new facility,” said William Bradfield, founder and CEO of Perceptis.

Perceptis will locate a new support service center, geared toward the higher education market, at 325 West McBee Street in downtown Greenville. The company expects to start operations at the new facility by March 31. Founded in 2004, Perceptis has grown rapidly to service more than 100 institutions and 1.5 million end users.

“Perceptis is a world-class company that has shown tremendous growth over the past few years. We welcome Perceptis to our state’s business community. The company’s decision to locate new operations in South Carolina is another sign that our state’s business-friendly climate and talented workforce continue to attract investment and create job opportunities for the people of our state. We realize Perceptis could have made this investment anywhere and appreciate their decision to do business in the Palmetto State,” said Joe Taylor, Secretary of Commerce.

“The Perceptis decision to establish a regional customer service center in Greenville County is another step in bringing good employment opportunities to citizens of this area,” noted H.G. “Butch” Kirven Jr., director of the Greenville Area Development Corporation and chairman of Greenville County Council. “This is a good company serving institutions of higher education with innovative and cost saving service products. Their selection of Greenville County is the result of our refined economic development team approach.”

“This decision by Perceptis proves that quality companies will seek out the right environment in which to grow and thrive, even in challenging economic times,” said City of Greenville Mayor Knox White. “Perceptis will be a valued and appreciated member of the Greenville community, and we’re pleased to welcome them here.”

“Perceptis sought out a competitive advantage in their next location and what they found in the Upstate of South Carolina is a pro-business trifecta: a top-ranked business climate, a world-class research environment and a superb quality of life,” said Hal Johnson, president and CEO of the Upstate SC Alliance.

Frontier Capital, a private equity firm providing growth equity to technology enabled business services companies, provided \$6 million in expansion funding to Perceptis in September 2010. Frontier Capital is one of the four funds involved in the SC Venture Capital Authority/InvestSC program and initiated the recruitment effort to bring the company to South Carolina.

“We were extremely pleased to be involved in bringing this project to fruition. This announcement provides a great example of what can be achieved through the venture capital program. Usually it can take time to realize benefits from a venture capital investment, but here we were able to invest in an established company and the money has quickly translated into new jobs for South Carolinians,” said Harry Huntley, executive director of InvestSC.

Perceptis plans to begin hiring for the new positions in January. Anyone interested in job opportunities with the company should visit the Careers page on the Perceptis website at www.perceptis.com.

About Perceptis

Perceptis is a leading provider of advanced help desk, customer support services and business intelligence to higher education. The company provides 24/7 support for IT, financial aid, human resources, recruitment, admissions, enrollment, retention, facilities and general switchboard. With a 21st century service model approach, the company’s focus is on providing exceptional customer service. Perceptis is recognized for the quality of its partnerships with customers and the precision with which it brings data to the services function – providing root cause analysis, process improvement and cost savings. To learn more, please visit www.perceptis.com.

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The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. For information, visit them at www.GoGADC.com or call (864) 235-2008.