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Perceptis Opens New Corporate Headquarters, Accelerates Hiring at Greenville Call Center *Team of 100 Associates Targeted by Year End*



Governor Nikki Haley joined Perceptis executives and other dignitaries for the Grand Opening of the new Perceptis corporate headquarters and higher education call center in Greenville, SC Wednesday evening. Pictured (L-R): Alicia Jones, Perceptis call center associate; former U.S. Secretary of Education Dick Riley; Greenville Mayor Knox White; GADC director and Greenville County Council chairman Butch Kirven; Governor Haley; and Bill Bradfield, Perceptis Founder & CEO.

GREENVILLE COUNTY, SC – May 24, 2011 – Perceptis LLC, a leading provider of help desk and customer support services to the higher education market, formally opened its new corporate headquarters and state-of-the-art call center in downtown Greenville, an event attended by local dignitaries, business leaders, politicians and South Carolina Governor Nikki Haley Tuesday evening.

In welcoming guests, CEO Bill Bradfield noted that Perceptis had already filled more than 25 key roles and is eyeing expansion to a staff level of 100 by year end. In January, the company announced that it expected to create 200 new jobs at the facility over the next few years.

“We couldn’t be happier to be establishing our new headquarters in beautiful downtown Greenville,” said Bradfield. “We’re grateful to the state of South Carolina for helping make it possible for us to establish our headquarters here; to the Greenville Area Development Corporation for facilitating this project and decision, and to the city of Greenville for extending us such a warm and gracious welcome.”

The new support center for higher education, situated at 325 West McBee Avenue, began operations on April 7. Founded in 2004, Perceptis has grown rapidly to service more than 100 institutions and 1.5 million end users nationwide.

“Since our founding, Perceptis has been focused on delivering a superior customer care experience, and this new facility in Greenville County will help us meet the growing demand for our services,” said Mark Pfeiler, Vice President of Operations for Perceptis. “Greenville County and South Carolina provide us with the strong talent we need to excel in the higher education arena, and we are excited about rapidly growing our team and operations in this community. We see the sky as the limit for Greenville.”

As a leading provider of student support services and business intelligence to higher education, Perceptis assists students, faculty, staff and parents when they have questions about information technology, admissions, registration and financial aid. The company has been credited in the higher education community for greatly improving customer experiences, thereby creating a competitive edge in recruiting, retaining and graduating students.

“This early hiring by Perceptis, coupled with their plans to add many more jobs in 2011, is certainly welcome news for Greenville County,” noted Jerry Howard, president and CEO of the Greenville Area Development Corporation. “This is a fine company focused on serving institutions of higher education with innovative and cost saving services, and exactly the type of organization we want to attract, retain and grow here.”

Perceptis will continue hiring as demand builds throughout the year for new positions. 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. Perceptis is a partner with Frontier Capital, a private equity firm providing growth equity to technology enabled business services companies. 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.