



For Immediate Release

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Afni, Inc. to build a 53,000 square-foot facility for new contact center *- New facility expected to employ 700 upon building completion -*

Tucson, AZ (August 23, 2007) – Afni, Inc., a premier provider of specialized call center, collections and insurance services for the nation's leading companies, today announces plans to build a new 53,000 square-foot facility for a contact center set to begin operations in March 2008. The new, two-story facility will be located on six acres at the intersection of La Cholla Boulevard and River Road as part of a new mixed-use building site called Riverside Crossing. In its first phase of development, the 30-acre site is developed by Diamond Ventures and future occupants will include a bank, professional/medical offices, restaurants and retail/services, apartments, and a hotel in addition to the Afni facility.

Once complete, 500 employees from the current Afni Northwest Tucson center on Wetmore Road will move to the new center. At full capacity the new center is expected to employ 700, an addition of 200 jobs. The company also plans to expand its Southeast center location by an additional 150 jobs for a total expansion of 350 new jobs. This expansion means Tucson will have more Afni employees than any other Afni site nationwide.

The new state-of-the-art facility will utilize the latest in ergonomic design and technology. The building will also allow for expanded space for a technology team to provide additional research and development allowing Afni to continue offering the latest innovation and service to its Fortune 100 clients.

"Ten years ago, Afni management opened a contact center in Tucson as our first expansion site. Today, this new building and expansion will further strengthen our commitment to Tucson and allow Afni to continue to provide world-class service to our clients," said Bruce F. Griffin, Afni Chairman and CEO.

"This move by Afni signifies a vote of confidence with a large capital investment in the Tucson region," says Joe Snell, TREO president and CEO.

There is currently no set timeline for hiring at the new Afni center; new jobs will be dependent on business activity. The new facility will house contact center employees, administrative, technical and research and development resources.

Tucson is currently home to three Afni contact centers, employing 1,500 contact center professionals – more than 9% of all contact center employees in the Tucson region.

About Afni, Inc.

Afni Inc. provides customer interaction solutions for market leaders primarily in the communications and insurance industries. A privately held company headquartered in Bloomington, Ill, Afni's presence spans the United States, providing tailored call center, collections, insurance and debt purchase services to the nation's leading companies. For more information, visit www.afniupsourcing.com.

About TREO (Tucson Regional Economic Opportunities, Inc.)

TREO's mission is to provide insight, infrastructure, resources and development efforts to accelerate economic prosperity throughout the Southern Arizona region. Combining programs and services into one organization, TREO supports the creation of new business, the growth and expansion of existing businesses, and the attraction of companies that offer high-impact jobs and share the community's values. For more information, visit www.treoaz.org.

About Diamond Ventures

Diamond Ventures, Tucson's largest land developer, provides high quality real estate investments that create value for its partners and customers, with careful consideration for the community, neighbors and environment.