



PRESS RELEASE

Atento inaugurates a new customer relationship center in Pereira, Colombia

- **Located in the state of Risaralda, it will create 1,000 new jobs**
- **The center provides end-to-end customer experience solutions to leading firms in the banking & financial services, telecommunications and healthcare sectors**

BOGOTA, 17 September 2015 – Atento S.A. (NYSE: ATTO), a leading provider of customer relationship management and business process outsourcing (CRM/BPO) services worldwide, held the inauguration ceremony for its customer service and attention center in Tres Nevados-Pereira, in the Colombian state of Risaralda today. This center brings the total number of Atento centers located in city of Pereira to three and eight in the country as a whole.

"With the opening of this new center in Pereira, Atento is reinforcing its commitment to growth in the Colombian market where we already have a large presence and serve a customer base of leading companies in their respective sectors", stated Alejandro Reynal, Chief Executive Officer of Atento. Reynal continued, "Colombia is one of the key countries in our Company's growth strategy, both for the opportunities offered by the local CRM market and for the competitive advantages that the country can offer to US companies wanting to manage their customer relationship from Latin America."

The center in Tres Nevados-Pereira will provide jobs for 1,000 agents and its opening has the support of the Risaralda state government and the Pereira city hall. It is one of the most advanced centers in Colombia for providing end-to-end customer experience solutions such as credit management, means of payment management, insurance management and back office solutions, among others.

During the opening ceremony, María Claudia Lacouture Pinedo, President of ProColombia, stated, "Atento's new center validates the potential of Colombia and the trust it generates as a base for major international companies, primarily due to its strong human talent, its strategic geographic location, its stable economy and the support of a Government that promotes foreign investment as a driving force for employment and regional development."

Enrique Vasquez Zuleta, Mayor of Pereira, highlighted the relevance of Atento's presence in the city: "Tres Nevados is the third customer relationship center that Atento has set up in our city, a true reflection of the talent that the company finds in Pereira and the competitive advantages the city offers for the CRM/BPO sector. We are satisfied with the relationship between Pereira and Atento, and we hope this new investment will be a tremendous success that will allow us to contemplate other similar operations in Pereira."

According to Miguel Jose Lopez, General Manager of Atento Colombia, "The opening of Atento's new customer relationship center is a source of pride and satisfaction for all. Thanks to centers such as the one in Tres Nevados-Pereira, companies that place their trust in Atento can benefit from cutting-edge, end-to-end customer experience solutions offered from an advanced, omni-channel platform with the ability to adapt to the needs of brands that seek to elevate their customer experience into a major competitive advantage."

Atento's modern facilities in Pereira occupy approximately 4,700 m² built over three floors. The facilities have training rooms, a canteen and rest and recreation areas, as well as a biometric access control system. The center is also fully accessible for people with disabilities.

Atento is renowned in Colombia and worldwide as one of the leading multinationals to work for by the Great Place to Work[®]. It has over 7,000 employees in Colombia, 50 leading customers in different sectors and operates in four cities: Bogota, Pereira, Bucaramanga and Quibdo.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (CRM BPO) services in Latin America, and among the top three providers globally, based on revenues. Atento is also a leading provider for U.S.-based companies nearshoring CRM/BPO services to Latin America. Since 1999, the Company has developed its business model in 14 countries where it employs more than 160,000 people. Atento has over 400 clients to whom it offers a wide range of CRM BPO services across multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, media and technology, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). For more information visit www.atento.com

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