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## DYXnet To Expand IP Call Centre Service Strategically

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The newly opened Beijing IP Call Centre to serve the whole region of Northern China

HONG KONG, Jan. 6 /PRNewswire-Asia/ -- Diyixian.com Ltd., Greater China's leading ICT (Information and Communications Technology) Service Provider, announces the opening of a new IP call centre in Beijing, which marks an important milestone for the company's strategically expansion in their call centre business in China. The latest established Beijing IP call centre, the fourth DYXnet call centre in China, will serve the whole region of Northern China, where tremendous market potential is envisaged.

Mr. Lap Man, Founder and CEO of the Company said, "As a leader in IP call centre business, we see the needs in the various cities located in the North of China. In addition to the existing DYXnet call centres in Guangzhou and Shanghai, the latest



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Beijing centre implies that almost all the major cities have our footprints." The IP Call Centre is one of the fastest growing businesses of DYXnet, which recorded a 120% increase in the first half of 2009 compared with the same period in last year. Lap Man foresees the market will continue to grow in the coming years, particularly in the retail, education and banking sectors which have been performed well.

The DYXnet Beijing IP call centre is located in Central Business District. The centre has a suite of perfect infrastructure with advanced technology. The location and infrastructure all designed for recruiting the best IP call centre agents as well as providing 24 hours and 7 days IP call centre service for our top tier clients in Northern China.

According to Data Monitor analysis, they found that Mainland China has had 200,000 IP call centre seats in the world in 2005 which only occupied 2% of the world call centres seats. However, the report shows that the IP call centre seats keeping increase and estimates that it will increase to 10% among the world call centre seats. Furthermore, the China IP Communications Conference 2008 also indicates that many of industries (especially servicing and retailing merchants) have high preference of adopting IP call centre service in the near future. Therefore, to cope with the huge demand of both internally driven by domestic forces and externally derived from international companies, DYXnet have stepped up its total call centre seats to 1,300 with the setup of Beijing new IP call centre. As such, DYXnet IP call centres serve as another communication gateway for the Asia-Pacific regions.



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In the first half of 2009, revenue from IP Call Centre services representing approximately 10% of the DYXnet's total revenue. DYXnet serves a wide range of clients, including McDonald's, English Town and the Bank of Communications. The substantial growth of the year's first half was achieved by leveraging the Company's technological and operational edge in the offshore IP Call Centres, which ensure clients have access to highly professional services at a cost-effective price.