

## **New Corporation Locates in Wichita Falls**

### **Another BCI Success**

NEW Corporation recently announced its intention to train and employ up to 400 people in Wichita Falls over the next two years to service its DIRECTTV™ account. Once trained, employees will work at home and provide customer service for NEW's DIRECTTV™ account," said Tim Chase, President and CEO of BCI. "We believe NEW will add another dimension to our workforce and give our residents another option for gainful employment." said Chase.

NEW is a privately held company that creates and administers warranty and extended service programs that cover a wide range of consumer electronics, home office equipment, appliances, sporting goods, lawn and garden equipment, furniture, power tools, and jewelry products. Clients such as Wal-Mart, Best Buy, Lowe's, OfficeMax, Sam's Club, Kmart, and JC Penney offer these service programs to their customers to improve their customer relationships and extend the life of products they offer. NEW also delivers innovative service programs for DIRECTV™, Florida Power and Light, VISA U.S.A.'s credit card enhancement programs, and certain goods sold on eBay, Amazon.com, and The Home Shopping Network. In August, 2004 - TH Lee Putnam Ventures and Freeman Spogli bought NEW for approximately \$370 Million. In August, 2006 - Berkshire Partners LLC bought NEW for approximately \$1.21 billion.

The company currently has five call centers and three locations that are utilizing a "work-at-home" labor force concept. NEW plans to hire 75 agents in Wichita Falls initially and will employ up to 400 total agents in the area over the next two to three years. Upon completion of a five week training program at MSU, agents will provide customer support services from their own homes. Agents must provide their own computer, high-speed connection, land line telephone, and hands free headset. Agents are employees of NEW rather than independent contractors and will earn \$9.50 per hour. Agents are paid while in training. NEW does not provide health insurance coverage as they believe the majority of their agents are already covered by insurance. Current tax laws allow for a healthy deduction for operating out of a home office.

The company was founded in 1983 by CEO and Chairman Fred Schaufeld, and is headquartered in Sterling, Virginia. The company currently administers over 150 million customer contracts annually and utilizes an actuarial database that analyzes over 10 million product failures. In addition, the company has established a nationwide repair network of over 25,000 independent service providers. For the twelve months ended June 30, 2004, NEW's clients generated over \$1.4 billion in retail sales from the company's warranty and extended service programs. The company is very proud that for a third consecutive year they have been recognized for call center operation customer satisfaction excellence under the J.D. Power and Associates Certified Call Center Program SM. This distinction acknowledges a strong commitment by NEW's call center operations to provide "An Outstanding Customer Service Experience."

If you are interested in applying for a position with NEW, or if you know of someone who might be interested in this unique opportunity, please log onto NEW's website at [www.newcorp.com](http://www.newcorp.com) and complete an on-line application.