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Beukhen & Pokhrell Announces Its Corporate Identity Rebranding Launch

Kuala Lumpur, Malaysia – 1 July 2005 – Beukhen & Pokhrell, a leading Asia Pacific-based provider of receivables management, contact centre and back-office outsourcing services since 1989, announces the changing of its corporate brand name. The new corporate name will be Beukhen International and will be identifiable with a new logo, look and tag line. This new and improved message is all part of Beukhen's efforts to better reflect its Asia Pacific presence and its global expansion, as well as to update the market as to its emphasis on business process outsourcing services.

"This announcement comes at a very positive time in our company's long history of providing business services to this region and the receivables management industry worldwide", said Boe S. Gill, COO of Beukhen. "For years, many of our clients have simply called us Beukhen. In addition, our global presence is more far reaching due to their pressing needs, so it made sense to move forward with a name that maintains our historical and proven legacy while reflecting our expanded scope and footprint".

Beukhen has an expanding base of blue chip banks, financial service firms and a myriad of commercial companies who do business worldwide. These clients require their vendor partners to have the proven resources, experience and credibility to provide outsourcing services that help them manage their receivables and customer lifecycle. Gill states, "Our commitment is always to provide the highest of quality service levels [certified to ISO 9001:2000] at value-based pricing levels. This makes it a win-win for all of our clients who entrust Beukhen to get heavily involved in their customer management business process and therefore allows us to form long-term partnership-type relationships with them. That is why our tag line is now 'RESULTS-BASED OUTSOURCING', because we know at the end of the day, it all nets out to performance".

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RESULTS-BASED OUTSOURCING

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About Beukhen International

Beukhen International is a leading provider of outsourcing services centered on helping clients manage the important business processes involved with handling their receivables, contact centre and back-office work related to the customer lifecycle. Beukhen provides these services to global companies and financial institutions to improve their cash flow and reduce their operating expenses while at the same time enhancing their own customer service and retention. With offices and operations in Australia, Malaysia, New Zealand, Singapore, Philippines, and the United States, Beukhen is centered in one of the fastest growing and affordable technology service areas in the world, the Asia Pacific. Its popular set of outsourcing services known as Flo2Cash™ helps clients manage the four most important business processes involved with handling credit transactions: customer management and current, delinquent and past-due receivables. Beukhen can be found on the web at www.beukhen.com.

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