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### **Adventity Announces Launch of Dubai Operations**

*Global research, analytics and processing firm opens new office to service Middle East and Africa*

Dubai, Jan. XX, -- Adventity, a leading global research, analytics and business processes firm with offices in New York, Houston, London, Mumbai, Hong Kong, Singapore and Seoul, formally announced today the expansion of its operations into Dubai.

“The Middle East and North Africa (MENA) region represents a tremendous opportunity for growth,” said Kumar Subramanian, CEO of Adventity. “Its favorable business climate, highly-developed infrastructure and position as a key financial center for the region and beyond combine to make Dubai an ideal choice to base our expansion. Given the opportunities here, Adventity is committed to developing and growing a strong local presence.”

R. M. Sriram, Head – MENA region, will oversee the Dubai office with full responsibility for daily operations, business development and client relations.

“Our experience at the forefront of the financial services outsourcing industry in the West and India presents an opportunity to add value to the region’s banks and firms through refined, scalable and customized solutions,” said Sriram.

Possessing one of the largest teams of MENA region analysts, Adventity proposes to further scale its global model by partnering with banks, financial institutions and corporations throughout the Middle East and Africa. The company’s Dubai office will provide end-to-end outsourcing services ranging from delivery of custom equity and market research to retail banking analytics and transaction processing, issuance of credit cards and loans to the establishment of customer contact centers.

### **About Adventity**

Adventity is the fastest growing provider of strategic end-to-end knowledge and business process outsourcing (KPO/BPO) solutions to the banking, mortgage, financial services and travel industries. With offices in North America, Europe, Middle East and Asia, Adventity’s clients include a broad range of Global 1000 companies as well as top investment banks, private equity firms, management consulting firms, multi-billion dollar asset managers and regional and global airlines. Ranked a Top 25 Best Managed Global Outsourcing Company by the 2007 Black Book of Outsourcing, Adventity provides comprehensive and cost-effective outsourcing solutions, including tailored research and analytical services, middle and back office services, credit, debit and cash cards processing, loan origination and processing, underwriting, airline revenue accounting & recovery, fares distribution and customer contact support. Additional information can be found on the company’s website: <http://www.adventity.com>