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**UCB INVITED TO MEMBERSHIP IN CENTER FOR SERVICES LEADERSHIP W.P.
CAREY SCHOOL OF BUSINESS – ARIZONA STATE UNIVERSITY: UCB’S JEFF
HORNER APPOINTED TO CSL ADVISORY BOARD**

Columbus, Ohio – June 8, 2010 – United Collection Bureau, Inc. (UCB) has accepted membership offered by the **Arizona State University W.P. Cary School of Business** with the **Center for Services Leadership** and the appointment of **Jeff Horner, UCB Chief Development Officer** to the Advisory Board of the Arizona State University W. P. Carey School of Business Center for Services Leadership (CSL). This new relationship is integral with the company’s on-going strategic development to provide industry leading service excellence to consumers.

The globally recognized CSL strives to improve the business and academic understanding of the distinctive and growing role of services in organizations and with customers. In order to be a CSL member, organizations must possess an exceptional reputation as either a services firm or a product/manufacturing firm that competes through service/services. The organization must also be on a journey of change or improvement, making a strategic commitment to compete through service/services excellence. The invitation-only CSL partnership provides an opportunity for member companies to research the latest in services leadership, as well as participate in extensive information sharing across a wide spectrum of industries.

The affiliation joins UCB with a long list of service-oriented companies who are already members of the CSL, such as IBM, Harley-Davidson, Marriott, Cardinal Health, and Boeing. No other company in the Accounts Receivable Management (ARM) industry has been selected for membership in the CSL.

“UCB’s new relationship with the W.P. Carey School of Business at ASU and the Center for Service Leadership is one strategic component in our quest to discover new and effective methods of driving consumer satisfaction with every collection contact experience with our company”, said UCB Chief Executive Officer Sanju Sharma. “UCB is stepping up to lead a much needed transformation in the Accounts Receivable Management industry as it relates to consumer relationships, service, and satisfaction with the collection contact experience.”

Mr. Horner is the Chief Development Officer and Sr. V.P. of the Government



Services Division at UCB, a Certified Risk and Compliance Management Professional (CRCMP), and a Certified Fraud Examiner (CFE). His work in the areas of compliance with regulatory, client, and policy / procedure requirements will enable him to bring a unique perspective to the current CSU Advisory Board, and back to UCB.

“The ARM industry is truly unique in the area of customer relationship management for service and satisfaction because consumers do not select the relationship with the collection firm, their original creditor does. Consequently this tension, compounded by the psychological stressors inherent with the recovery of consumer accounts in general, brings about distinctive challenges in terms of consumer service and satisfaction with contact experiences. Nevertheless, we believe it is critically important for companies in the ARM industry to achieve the highest levels of compliance and consumer satisfaction in order to drive value and earn the respect of consumers, regulators, and clients”, said Mr. Horner. “For the past two years we have been developing innovative systems and processes to that end, and now our affiliation with Arizona State University J.P. Carey School of Business Center for Services Leadership will advance this effort in a way that will enable UCB to set the industry standard for consumer service, satisfaction, compliance, and performance for our clients. I am honored to be asked by the CSL to serve on the Advisory Board, and I believe we have much to offer as well as receive in this relationship.”

About the J.P. Cary School of Business Center for Service Leadership at ASU: The CSL was established in 1985 to pioneer the study of services when business schools were focusing primarily on products and manufacturing enterprises. By filling this void, the CSL has established itself as a globally recognized authority and resource in the field. Highly successful companies and top academics turn to the CSL to understand how to compete strategically through both profitable services and through the use of customer service as a source of distinction. For more information about the CSL, please go to <http://wpcarey.asu.edu/csl>.

About United Collection Bureau, Inc. (UCB): UCB is one of the largest privately held Accounts Receivable Management companies in the U.S. with nearly 1100 employees in Six (6) offices located in the U.S. and Central America. The company serves all market sectors with collection call center services and progressive information technology solutions for debt recovery and revenue cycle management. For more information about UCB visit www.ucbinc.com or contact Anne Bulla at 336-869-1960 anbulla@ucbinc.com.