

FOR IMMEDIATE RELEASE

FIRSTSOURCE SIGNS THREE-YEAR DEAL WITH UNIRUSH LLC

Firstsource to provide customer management services to UNIRUSH

UNIRUSH is the leading issuer of prepaid Visa debit cards in the US

Mumbai & N.Y, February 11, 2010: Firstsource Solutions, a global provider of business process outsourcing (BPO) services, today announced that it has signed a three-year agreement with UniRush LLC, USA to provide customer care management services to UniRush cardholders.

Founded in 2003, UniRush, LLC, revolutionized the payments industry when it launched one of the first prepaid Visa debit cards. The Prepaid Visa RushCard provided instant access to a set of basic financial services for over 48 million Americans who could not previously establish traditional banking relationships. It is one of the longest standing consumer reload-able prepaid cards to offer a direct deposit loading option.

Firstsource will provide customer care services including call centre and back office management and additionally support UniRush's e-care work stream. The partnership is expected to provide UniRush with increased operational efficiency, better risk mitigation and BCP and cost competitive solutions that help support its expanding operations in the U.S.

Sanjeev Sinha, Executive Vice-President, Firstsource said, "Over the years Firstsource has worked with leading card issuers and with other major financial institutions across a range of customer service processes and has a proven track record of increasing efficiency, productivity and customer satisfaction."

"Firstsource brings a wealth of knowledge and expertise in running large customer support operations for major financial institutions, and we look forward to working with them to enhance our customer service capabilities." said, **Ram Palaniappan, General Manager, UniRush**. "The partnership will support our extraordinary growth and allow us to continue our tradition of outstanding service delivery to our customers and our partners."

Firstsource currently has nearly 25,000 employees globally with almost 4,000 employees and more than a dozen operations centres in the United States, over 1,500 employees and two delivery centres in the UK and centres in Manila & Argentina. It provides customized business process management solutions to leading US and UK companies in the Financial Services, Telecom and Media and Healthcare industries.

Firstsource's Financial Services clients include three of the five largest banks and six of the 10 largest credit card companies in the United States and one of the five largest banks in the United Kingdom. Firstsource's range of services includes credit evaluation, accounts set-up, customer service and account maintenance, dispute resolution, receivables & collections management, mortgage origination and servicing, insurance policy issuance and administration, payment processing, research and analytics.

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About Firstsource

Firstsource (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL@IN) is a leading global BPO (business process outsourcing) service provider. Firstsource provides customized business process management to global leaders in the Banking & Financial Services, Telecom & Media and Healthcare sectors. Its clients include Fortune 500 and FTSE 100 companies. Firstsource has a global delivery model with operations in India, U.S., UK, Argentina and Philippines. (www.firstsource.com).

About UniRush LLC

Headquartered in Cincinnati, UniRush LLC was created to offer the over 48 million Americans without access to a traditional banking relationship an array of basic financial services via the Prepaid Visa RushCard. Benefits of the program include direct deposit, the ability to withdraw funds at over 850,000 ATMs globally, the ability to use the card wherever Visa debit cards are accepted and free 24/7 customer service. For more information about UniRush and RushCard visit www.rushcard.com

For More Information Please Contact

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