



**FOR IMMEDIATE RELEASE**

**April 2, 2014**

**SD&A Forges New Partnership with the Pittsburgh Symphony Orchestra**

*America's leading telemarketing firm for nonprofit organizations signs agreement with the PSO; company aims to create new efficiencies in subscription sales to boost revenue for the Orchestra.*

LOS ANGELES — SD&A Teleservices, Inc. announces the formation of a strategic partnership with the PSO that will bring a new level of efficiency to the Orchestra's telemarketing program, beginning with the upcoming sales effort for the 2014-2015 concert season. The Orchestra chose SD&A as its new telemarketing partner after more than a year of research. Starting May 1, SD&A representatives will work on behalf of the PSO from a phone room location on Penn Avenue, near Heinz Hall, in downtown Pittsburgh.

“The Pittsburgh Symphony Orchestra has a long and distinguished musical history, and we are honored to now be a part of this great organization's future,” said Steve Koehler, SD&A president and chief executive officer. “SD&A will bring improved technology and training to the PSO's subscription sales operations. With over thirty years of experience in sales and telemarketing for nonprofit performing arts organizations, SD&A has a trustworthy track record and a broad repository of knowledge that will play an instrumental role in helping the PSO reach its revenue goals.”

Based in Los Angeles, SD&A currently works with many of our nation's most prestigious music ensembles, including Atlanta Symphony Orchestra, The Philadelphia Orchestra, New York Philharmonic, Chicago Symphony Orchestra, Los Angeles Philharmonic, San Francisco Symphony, and Baltimore Symphony Orchestra. These illustrious organizations, and others, have been partners with SD&A for many years.

Since 1983, SD&A has designed and managed more campaigns for a wider variety of nonprofit organizations than any other telemarketing firm in the country. In addition to symphony orchestras, it has forged successful partnerships with theater companies, ballet companies, museums, opera companies, public broadcasting stations, environmental organizations, universities, political candidates, advocacy groups, zoos, aquariums, libraries, hospitals, and other cause-based organizations. In the process, the company has raised well over a billion dollars in revenue for its clients.

Additionally, SD&A is a PCI compliant service provider. (PCI is an abbreviation for Payment Card Industry, a group that includes Visa, MasterCard, American Express, and Discover. Compliance refers to a set of standards and regulations that the leaders of this industry have established as a way to proactively safeguard sensitive cardholder data.) SD&A was given the PCI seal of approval by Digital Resources Group, an accredited Qualified Security Assessor and a well-respected name in the information and data security industry.

The PSO is known for bringing world-class concerts to the people of Pittsburgh, along with valuable education and community outreach programs that make classical musical accessible to the widest possible audience. In addition to its regular season concerts at Heinz Hall, the PSO has also earned accolades for its guest performances at concert venues in numerous European music capitals, at major music festivals, and for its CD recordings of classical compositions.

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