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PRESS RELEASE

Cypress Communications Named as a Visionary in Leading Analyst Firm's Magic Quadrant for Unified Communications as a Service Report

Dallas and Atlanta, January 31, 2011 — Gartner, Inc. has placed Broadvox, formerly known as Cypress Communications®, as a leading provider of hosted unified communications solutions, in the Visionaries quadrant of the Gartner Magic Quadrant for Unified Communications as a Service (UCaaS), North America report.

In this report, published in December 2010, Gartner analysts Daniel O'Connell and Bern Elliot note, "Vendors in the Visionaries quadrant demonstrate a clear understanding of the UCaaS market and offer a strong and differentiating approach too one or more core areas. However, these vendors have limited ability to execute across the entire set of UCaaS requirements, or possess other notable limitations relative tot the size of customer accounts, geography, distribution or marketing which preclude them from challenging established leaders." The analysts further state that "Ultimately, UCaaS product providers are rated on their understanding of how market forces can be exploited to create opportunities for providers and their clients."

"We are thrilled that Gartner industry experts recognize the value Broadvox innovation brings to the Unified Communications marketplace. And we are even more gratified to note that Gartner placed Broadvox in the Visionaries Quadrant based on its 'ability to execute'," stated Frank Grillo, Executive Vice President of Implementation, Support and Product Marketing at Broadvox. "We make significant investments to provide customers cost effective, highly reliable communications solutions with great customer service."

Commenting on the expanding and maturing UCaaS market O'Connell and Elliot note, "Over the past year Gartner has witnessed greater interest and even adoption from enterprises with 1,000 or more employees. Some are pan-regional, connecting European offices with the North American headquarters. Such actual deployments to date have largely been fulfilled by the application specialists."

"We certainly concur with Gartner, along with SMBs, larger enterprises are increasingly turning to UCaaS," Grillo commented. "That has certainly been our experience as a number of them turned to us again in 2010 taking advantage of the benefits of Broadvox's hosted unified communications services."

C4 IP is a hosted unified communications solution that enables small-to-medium enterprises (SMEs) to connect, communicate, collaborate and continue®. C4 IP delivers voice and data services and a powerful suite of collaboration tools that include Microsoft® Outlook integration, unified messaging, real-time presence, file and desktop sharing, chat, and audio, video, and web conferencing. Broadvox manages the solution from its expansive IP network down to the phone on each user's desk. There is no equipment to buy, so firms can implement the solution with no upfront capital investment. C4 IP users get everything—from Broadvox expertise to all the equipment they need—for a single monthly cost. And with C4 IP's scalability, customers only pay for what they need and can scale services as business needs change.

The Gartner "Magic Quadrant for Unified Communications as a Service, North America" report analyzes major North American UCaaS providers on their ability to execute and completeness of vision, which includes products and services, marketing strategy and innovation.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool

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About Broadvox

Broadvox is a worldwide leader in providing integrated managed VoIP services and hosted Unified Communications to SMB, Enterprise, and carrier customers. It has deployed one of the largest, full-featured, global VoIP networks, and is trusted by more than 300 telecommunications carriers, ASPs, ISPs, and over 10,000 businesses to transport more than 12 billion minutes annually. The Network Operations Center, operating 24x7x365, provides the reliability, security, and quality of service necessary for the world's most discriminating customers. Broadvox offers SIP Trunking, SIP origination and termination services, and award winning hosted Unified Communications solutions, including broadband and virtual PBX provisioning. Broadvox is a privately held company, headquartered in Dallas, Texas. To learn more, visit us at www.broadvox.com and <http://www.cypresscom.net>.

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