



For Immediate Release

**Cypress Communications Receives a 2010 *Unified Communications*
Excellence Award**

Company's Unified Communications Service Recognized for Outstanding Innovation

ATLANTA, Ga., December 1, 2010 — Cypress Communications® announced today that Technology Marketing Corporation (TMC®), a global, integrated marketing company, has named the company's hosted unified communications solution, C4 IP®, as a recipient of its 2010 *Unified Communications* Excellence Award.

This is Cypress' 31st award for excellence and product innovation.

"We are thrilled our C4 IP unified communications service continues to win awards, and thank TMC for their recognition," said Frank Grillo, executive vice president of implementation, support and marketing at Cypress.

"Unified communications is truly helping people be more productive in their communications," he continued. "People instinctively recognize that different communications methods are best for different purposes. Sometimes an IM or an email is best and for other communications only a phone call will do. And tying them together in an easy-to-use platform creates great efficiency. With C4 IP, we bring these benefits to small-to-medium businesses."

[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.

Cypress manages the solution from its [expansive IP network](#) down to the phone on each user's desk. There's no equipment to buy, so firms can implement the solution with no upfront capital investment. C4 IP users get everything—from Cypress' 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.

"Cypress Communications has proven its commitment to excellence while providing solutions in the UC marketplace. We are pleased to grant a 2010 *Unified Communications* Excellence Award to C4 IP," said Rich Tehrani, CEO, TMC. "Congratulations to Cypress on receiving this award and we look forward to future innovations."

Unified Communications Excellence Award winners are published in the October 2010 issue of *Unified Communications* magazine, www.uc-mag.com. *Unified Communications* magazine is devoted to educating readers on employing unified communications (UC) solutions.

For more information about TMC, please visit www.tmcnet.com.

About Cypress Communications

For over 25 years, Cypress Communications has been helping small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue[®] with a range of fully hosted and managed voice, data and Internet solutions. Beginning in 2006, Cypress revolutionized the communications industry with its hosted VoIP and hosted unified communications solution, C4 IP, making it easy for SMEs to take advantage of productivity-enhancing technology such as integrated audio and web conferencing, multimedia collaboration tools, presence, chat, Microsoft Outlook integration, and more. As a Deloitte Fast 50 and Fast 500 award recipient, Cypress is recognized as one of the fastest growing telecommunication companies in North America. The company has also been named one of Atlanta's Best Places to Work. Cypress' hosted unified communications solution has received numerous awards and accolades for excellence and innovation to date. The company's web address is www.cypresscom.net.

To learn more about hosted unified communications, visit the company's UC 360 blog at <http://blog.tmcnet.com/uc-360>.

About *Unified Communications* magazine

Launched in July 2007, *Unified Communications* magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of *Unified Communications* magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. *Unified Communications* has a readership of 100,000.

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries.

TMCnet is read by nearly two million unique visitors each month on average worldwide, according to Webtrends. Alexa.com ranks TMCnet traffic under 1,700 in the U.S. and India and under 4,000 in the Philippines, Canada and Ireland. TMCnet traffic ranks just over 4,000 in overall global traffic, according to Alexa.com.

In addition, TMC produces ITEXPO; 4GWE Conference and M2M Evolution (in conjunction with Crossfire Media); Digium|Asterisk World (in conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the Cloud Communications Summit (in conjunction with Light and Electric); CVX ChannelVision Expo (in conjunction with Beka Publishing); and MSPWorld™ (in conjunction with the MSP Alliance).

TMC also serves technology professionals with industry-specific Web sites: InfoTech Spotlight, 4GWE, M2M Evolution.com, Smart-Grid.TMCnet.com, Smart Products Ecosystem, Robotics.TMCnet.com, Cable.TMCnet.com, Satellite Spotlight, Green.TMCnet.com, Healthcare.TMCnet.com, and Education.TMCnet.com.

For more information about TMC, visit www.tmcnet.com.

Cypress Communications Contact:

Karen Decker
Cypress Communications
404-442-0108
kdecker@cypresscom.net

TMC Contact:

Jan Pierret
Marketing Manager
203-852-6800, ext. 228
jpierret@tmcnet.com

© 2006-2010 Cypress Communications, Inc. The Cypress Communications logo is a registered service mark of Cypress Communications, Inc. C4 IP and Connect. Communicate. Collaborate and Continue are registered trademarks of Cypress Communications. All other marks used herein are the property of their respective owners.

—end—