



Press Release

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Cypress Communications Receives 14th Product Innovation Award for Hosted Unified Communications Solution

Atlanta – June 30, 2009 – Cypress Communications® has garnered yet another award for product innovation, with Technology Marketing Corporation (TMC) naming [C4 IP™](#) a 2008 Communications Solutions Product of the Year. C4 IP is a [hosted unified communications](#) solution that enables small-to-medium enterprises (SMEs) to connect, communicate, collaborate and continue™ working productively in the face of any situation.

The Communications Solutions Product of the Year Award recognizes the vision, leadership and groundbreaking achievements within the communications industry.

“Cypress Communications has been recognized with a 2008 Product of the Year Award for their excellence in the advancement of voice and data communications,” said Rich Tehrani, TMC President and Group Editor-in-Chief, “Cypress has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future.”

Cypress personifies this innovation award by delivering and managing a comprehensive hosted VoIP and hosted unified communications solution, C4 IP. Capitalizing on a new hosted delivery paradigm, Cypress is able to deliver advanced communications options to companies whose size, budget, and technical expertise would normally prevent them from utilizing this productivity-enhancing technology.

In addition to easing the technological burden on the small to mid-sized enterprise (SMEs), C4 IP also brings with it increased flexibility and scalability. Cypress takes on the challenge of keeping up with the rapid evolution of communications technologies, bringing advances and new applications to SMEs faster than if they attempted it themselves. The solution can also be scaled up or down as the business changes without any additional investments in hardware or software.

In addition, Cypress has developed and deployed new functionality for C4 IP—including advanced automatic call distribution (ACD) capabilities and automatic failover options—increasing the solution’s value without creating additional capital burdens on current or prospective users.

“C4 IP has been tremendously successful in the marketplace, and we are proud of all the recognition the solution has received,” said Frank Grillo, executive vice president of marketing at Cypress

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Communications. “But even with 14 awards for product innovation, we are not complacent—we will continue to lead the industry through innovation, enhancing our current offerings and delivering additional products that can impact our customers’ bottom line.”

C4 IP is a hosted unified communications solution that comes complete with converged voice and data services; audio, video, and Web conferencing; and a powerful suite of collaboration tools to connect employees, such as chat, find-me/follow-me, desktop sharing and real-time presence. Delivered as a fully hosted solution, C4 IP enables SMEs to benefit from productivity-enhancing unified communication features—without capital expense—delivering substantial operational savings.

A complete list of award winners can be found on www.tmcnet.com.

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 Magazine. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is ranked as 2,921 in Quantcast's Top U.S. Sites placing TMCnet in the top .03% most visited Web sites in the US. In addition, TMC produces ITEXPO, 4GWE Conference, Digium|Asterisk World and Communications Developer Conference. TMC's Green Blog has been ranked on the “100 Best Blogs for Those Who Want to Change the World”. TMC also recently launched new industry-specific Web sites: IT.TMCnet.com, Cable.TMCnet.com, Robotics.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com. New services offered by TMCnet include the Tech Jobs site, TMCnet iPhone News and Facebook connections.

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

About Cypress Communications

For over 20 years, [Cypress Communications](http://www.cypresscom.net) 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. In 2008, the company was also named one of Atlanta's Best Places to Work. Cypress' hosted unified communications solution has received numerous awards and accolades, with 14 awards 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>.

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