



FOR IMMEDIATE RELEASE

C4 IP Hosted Unified Communications Solution Wins 21st Award for Excellence and Innovation

Cypress Communications' flagship hosted unified communications solution has been recognized for outstanding innovation by Internet Telephony Magazine.

Atlanta – April 1, 2010 – Cypress Communications® announced today that Technology Marketing Corporation's (TMC®) *INTERNET TELEPHONY* magazine has named [C4 IP](#)® as a 2009 Product of the Year. As the leading hosted VoIP and hosted unified communications solution for small-to-medium enterprises (SMEs), C4 IP delivers an array of functionality to help users connect, communicate, collaborate and continue®. This is the 21st award for C4 IP and the 25th award Cypress has received for product excellence and innovation.

"*INTERNET TELEPHONY* is proud to grant Cypress Communications a 2009 Product of the Year Award for their C4 IP hosted unified communications solution. Cypress Communications has proven its commitment to quality and excellence while addressing real needs in the marketplace," said Rich Tehrani, CEO, TMC. "We're happy to recognize and honor Cypress Communications for their development of IP communications technology. We look forward to more innovative solutions from them in the future."

C4 IP is a comprehensive hosted VoIP and [hosted unified communications](#) solution that comes complete with converged voice and data services and a powerful suite of productivity-enhancing collaboration tools such as [audio and web conferencing](#), presence, [file sharing](#), [chat](#) and more. Cypress partners with SMEs to customize the C4 IP solution—down to the features needed for each user—so companies get the functionality they need to improve communications and optimize processes without paying for more than they require.

"While being lauded for product excellence and innovation is incredibly rewarding, we are even more gratified by the success our customers have experienced as a result of our solutions," said Frank Grillo, executive vice president of marketing and customer support at Cypress Communications. "With its end-to-end hosted delivery model, C4 IP has proven to be an effective way for SMEs to improve productivity and performance while controlling costs, which are key elements in positioning their companies to pull ahead of their competition as the economy turns around."

As a fully hosted solution, C4 IP enables SMEs to take advantage of comprehensive unified communications functionality with no upfront capital expense and no need to hire, train or dedicate internal IT staff to maintaining the solution. Cypress manages all of the voice and data services from its robust [network cloud](#) to the phone on each desk, so SMEs gain a premium communications experience without the hassle of managing multiple vendors.

About *INTERNET TELEPHONY* magazine

INTERNET TELEPHONY has been the IP Communications Authority since 1998™. Beginning with the first issue in February of 1998, *INTERNET TELEPHONY* magazine has been providing unbiased views of the complicated converged communications space. *INTERNET TELEPHONY* offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs. *INTERNET TELEPHONY* magazine reaches more than 225,000 readers, including pass-along readers. For more information, please visit www.itmag.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 magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the top 3,500 in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces *INTERNET TELEPHONY* Conference & EXPO (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). For more information about TMC, visit <http://tmcnet.com/>.

TMC also serves technology professionals with industry-specific Web sites: IT.TMCnet.com, 4G-wirelessevolution.TMCnet.com, M2M Evolution.com, Smart-Grid.TMCnet.com, Smart Products Ecosystem, Robotics.TMCnet.com, Cable.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com, Healthcare.TMCnet.com, and Education.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. In 2008, the company was also named one of Atlanta's Best Places to Work. Cypress has won a total of 25 awards for excellence and product innovation to date. The company's Web address is www.cypresscom.net.

For more information, contact:

Heather Whitt Roberts
Cypress Communications
404-442-0034
hwhitt@cypresscom.net

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