



Press Release

FOR IMMEDIATE RELEASE

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

Cypress Communications Receives 15th Innovation Award for Hosted Unified Communications

Cypress Communications receives the 2009 TMC Labs Innovation Award for demonstrating exceptional innovation with its C4 IP hosted VoIP and hosted unified communications solution.

Atlanta – July 9, 2009 – Cypress Communications® proudly announces that the C4 IP™ [hosted VoIP](#) and [hosted unified communications](#) solution has been recognized yet again for product innovation, winning the 2009 TMC Labs Innovation Award. The award, presented by Technology Marketing Corporation's (TMC) *Unified Communications* publication, honors ground-breaking products that have helped advance the field of unified communications.

"The TMC Labs Awards are unique because they focus on quality of innovation and the level of impact a product has on the industry," said Frank Grillo, executive vice president of marketing at Cypress. "With its integrated carrier-grade softswitch and multimedia communications server, C4 IP offers a wider breadth of features and depth of functionality than other solutions. Additionally, C4 IP's robust network with dual component and geographical redundancy deliver unmatched business continuity—representing a significant step forward for the unified communications industry.

[C4 IP](#) is a hosted VoIP and hosted unified communications solution that is named for its ability to help small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue™. C4 IP delivers converged voice and data services and a powerful suite of collaboration tools that include Microsoft® Outlook integration, 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, so SMEs can implement the solution with no upfront capital investment and no need to hire and train additional IT staff to manage the solution. 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 demonstrated a commitment to quality and a commitment to the further development of the unified communications industry through its C4 IP solution," said Tom Keating, CTO and TMC Labs editorial director at TMC. "Cypress deserves this great honor, and I look forward to seeing other innovative solutions from them as they continue to contribute to the future of the unified communications industry."

The TMC Labs Innovation Award honors products that have demonstrated raw innovation, unique features, and significant contributions toward improving communications technology. The TMC Labs Innovation Awards are not only granted to the best-selling products, but to those products that represent a significant contribution to the industry.

—more—

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 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 and TMCnet iPhone News. 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 15 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>.

© 2006-2009 Cypress Communications, Inc. The Cypress Communications logo is a registered service mark of Cypress Communications, Inc. C4 IP is a trademark of Cypress Communications. Connect, communicate, collaborate and continue is a trademark of Cypress Communications. All other marks used herein are the property of their respective owners.

—end—