



Press Release

FOR IMMEDIATE RELEASE

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Cypress Communications® Receives Tenth Product Innovation Award

Recognized for outstanding innovation, Cypress Communications' hosted unified communications solution wins INTERNET TELEPHONY® Magazine's Annual Product of the Year Award.

Atlanta – January 19, 2009 – Cypress Communications starts the new year off right with yet another award for product innovation—the company's 10th for their C4 IP™ [hosted VoIP](#) and [hosted unified communications](#) solution. This latest accolade, 2008 Product of the Year, is awarded by Technology Marketing Corporation's (TMC®) *INTERNET TELEPHONY* magazine.

"We at Cypress are honored that TMC has selected C4 IP as the 2008 Product of the Year," said Frank Grillo, executive vice president of marketing at Cypress Communications. "C4 IP has made a tangible difference in our customers' businesses and in the communications industry as a whole, and we're proud of its success. But even with 10 awards for product innovation, we won't rest on our laurels—we will continue to deploy innovative new functionality that can further help our customers connect, communicate, collaborate and continue thriving, even in a down economy."

[C4 IP](#) delivers converged voice and data services, integrated [audio and Web conferencing](#), [multimedia collaboration tools](#), and robust support for remote workers. While traditional unified communications solutions are costly and complex, Cypress' fully hosted and managed C4 IP solution enables small-to-medium enterprises (SMEs) to benefit from a slew of productivity-enhancing technologies without the capital expense or need to hire additional technical staff to manage the system.

As a part of the hosted delivery model, Cypress takes on the challenge of keeping up with the rapid evolution of communications technologies and brings advances to SMEs faster and cheaper than if they attempted it themselves. And since the SME is not responsible for purchasing and maintaining the infrastructure, C4 IP can be scaled up or down as needs change—all without any additional investments in hardware or software.

Rich Tehrani, TMC President and Editor-in-Chief of *INTERNET TELEPHONY* magazine, said, "We at TMC are proud to recognize the positive impact that leading providers like Cypress have had on communications technology. With the *INTERNET TELEPHONY* Product of the Year Award, we recognize Cypress' commitment to innovation and honor the success of their hosted unified communications solution."

A full list of Product of the Year winners will be published in the February, 2009 issue of *INTERNET TELEPHONY* magazine, (www.itmag.com). *INTERNET TELEPHONY* has been the authority in IP communication since 1998™.

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

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About Cypress Communications

For over 20 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' hosted unified communications solution has received numerous awards and accolades, with 10 awards for excellence and innovation to date. The company's Web address is www.cypresscom.net.

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

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 an integrated global 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*. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces *INTERNET TELEPHONY Conference & EXPO* and *Communications Developer Conference*.

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