



Press Release

FOR IMMEDIATE RELEASE

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Cypress Communications Awarded 2008 TMC Labs Innovation Award Presented By *Unified Communications Magazine*

*Cypress Communications' C4 IP™ hosted VoIP and unified communications solution
honored for outstanding innovation.*

Atlanta – May 20, 2008 – Cypress Communications announced today that Technology Marketing Corporation (TMC) named C4 IP™ as a recipient of the 2008 TMC Labs Innovation Award, presented by *Unified Communications* magazine. This is the fourth award Cypress' C4 IP solution has received this year for innovation in the communications industry.

"Cypress Communications has demonstrated a commitment to quality and to the further development of the unified communications industry through its comprehensive hosted VoIP and unified communications solution, C4 IP. Cypress clearly deserves this great honor, and I look forward to seeing how their out-of-the-box thinking will continue to transform the unified communications industry," said Tom Keating, CTO and TMC Labs Editorial Director at TMC.

C4 IP is an enterprise-class [hosted VoIP](#) and [unified communications](#) solution that features integrated voice and data access, desktop phones, soft phones, unified messaging and cutting-edge multimedia applications such as [Microsoft® Outlook integration](#), collaboration, [real-time presence](#), [chat](#), as well as [audio, video and Web conferencing](#). This innovative unified communications functionality is backed with LAN/WAN management, a 24/7 fully redundant national [VoIP network](#) and high-touch customer service.

"The market recognition of C4 IP has been fast and phenomenal; we are incredibly honored to be acknowledged by the esteemed editors at TMC Labs (www.tmcnet.com) and *Unified Communications* magazine," said Frank Grillo, executive vice president of marketing at Cypress Communications. "With C4 IP, we've bundled the unified communications technology with a hosted delivery model and managed it all 24/7—the user's phone, the LAN/WAN and the private VoIP network—ensuring that businesses of all sizes can benefit from real-time applications and multimedia communications with no capital investment, no need to hire and sustain additional dedicated IT staff and no worries about future technological obsolescence."

The TMC Labs Innovation Award recognizes products that demonstrate raw innovation, unique features, and significant contributions toward improving communications technology. The TMC Labs Innovation Awards are granted to a select few companies who have made significant contributions to the unified communications industry.

2008 TMC Labs Innovation Award winners can be found in the May 2008 issue of [Unified Communications](#) magazine.

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About Cypress Communications

Boasting a 20-year legacy and more than 6,500 customers coast-to-coast, Cypress Communications provides Communications as a Service (CaaS) to small- and mid-sized enterprises. CaaS goes beyond traditional hosted VoIP offerings by delivering a fully managed unified communications solution. Comprehensive and flexible, the CaaS solution from Cypress includes integrated voice and data access, desktop phones, soft phones, local and long-distance voice services, voicemail, advanced collaboration tools and remote office functionality. From their computers, users can take advantage of productivity-enhancing applications such as real-time presence, desktop video, unified messaging, chat, file sharing, and Outlook integration. As a Deloitte Fast 50 and Fast 500 award recipient, Cypress Communications is also recognized as one of the fastest growing telecommunication companies in North America. Cypress is headquartered in Atlanta. The company's Web address is www.cypresscom.net.

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 160,000.

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 IMS 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. According to Quantcast*, TMCnet reaches nearly one million U.S. unique visitors each month. TMCnet serves as many as three million unique visitors globally each month according to Webtrends. In addition, TMC produces INTERNET TELPHONY Conference & EXPO, Call Center 2.0 Conference and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.

(*Quantcast is an independent Web site that monitors U.S. Web traffic.)

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