



Press Release

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Cypress Communications® to Participate in Conference Session at INTERNET TELEPHONY® Conference & EXPO East 2009

Cypress Communications' director of product marketing, Steve Davis, will discuss hosted unified communications at the IP communications industry's leading event in Miami.

Atlanta – January 29, 2009 — Cypress Communications today announced that Steve Davis, director of product marketing, has accepted an invitation to speak at TMC's INTERNET TELEPHONY® Conference & EXPO East 2009 in Miami, Florida. The session, entitled "Hosted Unified Communications Alternatives", will be held February 2 at 1:00 p.m. at the Miami Beach Convention Center.

Speaking as a member of a panel, Davis will draw upon his expertise in unified communications to provide attendees with an understanding of what a comprehensive unified communications solution entails, the benefits thereof and the advantages of choosing a hosted delivery model. Davis' breadth of experience and depth of knowledge in [hosted unified communications](#) will make him a valuable addition to the panel.

"I am excited to speak at the INTERNET TELEPHONY Conference & Expo and look forward to sharing my perspectives on hosted unified communications," said Davis. "Unified communications provides unmatched opportunities for small-to-medium enterprises (SMEs) to connect their associates with each other and their clients more effectively. And with an end-to-end hosted delivery model like the one offered by Cypress, SMEs can take advantage of a comprehensive unified communications solution while actually lowering their total communications spend, which is an ideal choice in this down economy."

INTERNET TELEPHONY Conference & EXPO, held February 2-4, 2009, is the world's largest and best-attended IP Communications trade show. At the 2008 east coast event last January, the show drew over 7,000 buyers and sellers of IP Communications products and services. The show in January will mark the 10th anniversary and be the 19th INTERNET TELEPHONY Conference & EXPO, and TMC once again projects total attendance to exceed 7,000.

"We are very pleased that Steve Davis will be participating in this year's show. Cypress Communications is widely recognized and respected as an industry leader, and I am confident that our attendees will appreciate and value the opportunity to hear his perspective on hosted unified communications," said TMC president and conference chairman, Rich Tehrani. "Over the past twelve months, widespread deployment of IP communications services by global service providers, businesses and governments has reinforced that this exciting technology is a viable, cost-effective communications solution. As a result, we are seeing a

significant number of senior-level executives attending INTERNET TELEPHONY Conference & EXPO as a means of learning about the technology so they too can take advantage of its benefits.”

Registration for the show is now open. Anyone interested may register by visiting www.itexpo.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 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. TMCnet is read by nearly one million US visitors according to Quantcast* and by two to three million unique visitors each month worldwide, 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.

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 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>.

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