



Press Release

FOR IMMEDIATE RELEASE

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Cypress Communications' C4 IP™ Receives Unified Communications® Magazine's 2007 Product of the Year Award

*Cypress Communications' hosted VoIP and unified communications solution
recognized for outstanding innovation.*

Atlanta - March 20, 2008 – Cypress Communications announced today that the company's C4 IP™ solution has been named 2007 Product of the Year by Technology Marketing Corporation's (TMC®) *Unified Communications* magazine. C4 IP is an enterprise-class [hosted VoIP](#) and [unified communications](#) solution that features integrated voice/data access, desktop phones, softphones and cutting-edge multimedia applications such as unified messaging, [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.

"Cypress Communications has shown an unyielding commitment to innovation while addressing real needs in the marketplace, and *Unified Communications* is pleased to grant a 2007 Product of the Year Award to the company's C4 IP solution," said Rich Tehrani, TMC President and Editor-in-Chief of *Unified Communications* magazine. "We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from Cypress Communications in the future."

With its highly resilient network, wide range of applications and commendable scalability, [C4 IP](#) has made its mark on the communications industry—even helping to define a new category in hosted VoIP. This category, called Communications as a Service (CaaS), is distinguished by unique end-to-end hosted delivery and wide array of integrated VoIP and unified communications features.

"C4 IP has forged new territory in the hosted VoIP industry, enabling small-to-medium enterprises to take advantage of unified communications technologies that are usually attainable by only the largest of enterprises," said Frank Grillo, executive vice president of marketing at Cypress Communications. "The market response to our end-to-end hosted delivery model for unified communications has been phenomenal, and we are honored to receive the *Unified Communications* magazine Product of the Year Award."

C4 IP is an enterprise-class, hosted VoIP solution that enables multi-location companies to communicate seamlessly throughout the enterprise. Scalable and adaptable, C4 IP is a dynamic communications solution that streamlines and improves communications, resulting in a more productive and efficient enterprise.

The complete list of Product of the Year winners will be published in the March 2008 issue of *Unified Communications* magazine.

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

New 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 subscriber base of 41,509.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, online and in-person. TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *IMS Magazine*. 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. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces *INTERNET TELEPHONY Conference & EXPO*, and *Call Center 2.0 Conference*. (**alexa.com* is an *amazon.com* company that ranks Web sites by their traffic levels. Neither *alexa.com* nor *amazon.com* is affiliated with TMCnet.) For more information about TMC, visit www.tmcnet.com.

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