

For Immediate Release  
January 17, 2012

## Citel Technologies, Inc. Announces Exclusive Arrangement in Ireland

*Citel Signs Exclusive Agreement with Diacom Computer Telephony for the Sales and Marketing of its Flagship Product the Portico™ TVA™ in Ireland*

**AMHERST, NY — January 17, 2012** — Citel Technologies, Inc., is pleased to announce the signing of an exclusive Authorized Reseller Agreement with Diacom Computer Telephony of Dublin, Ireland for the sales and marketing of its VoIP migration device in Ireland. Diacom and Citel have worked together for several years and in fact completed the first installation of the Portico™ TVA™ in a large regional hospital in Ireland in late 2010 during that hospital's migration to VoIP using Tadiran's Coral Sea softswitch. With the economic climate and the work undertaken by Diacom to grow the market for the Portico™ TVA™ it was decided to acknowledge that effort by making the agreement exclusive for the foreseeable future. Citel came to the realization that with a local partner in place to ensure both strong pre- and post-sales support for the Portico™ TVA™ it was in everyone's best interest to adapt this arrangement so all Irish customers had a single point of contact for the product within that marketplace.

The Portico™ TVA™ offers companies the ability to migrate their customers to VoIP without the unnecessary burden of ripping and replacing existing cabling infrastructure, purchasing new IP phones and installing Power over Ethernet switches. Customers can retain their existing digital, analog and Centrex phones without removing the existing switches by SIP enabling those phones through the use of the Portico™ TVA™. This is a quick and cost effective means of VoIP migration.

Oran Maher, Managing Director for Diacom, stated that his company is one of Ireland's leading integrated solutions providers with approaching 20 years experience in telecoms. Diacom works with leading companies and organisations in Irish business and public life across voice, data, video and emerging technologies. Mr. Maher also said "the Portico™ TVA™ would add significant value to our telecoms offering by allowing customers to realise the benefits of Unified Messaging and Unified Communications by deploying VoIP systems in a very cost effective manner".

Ian Gomm, VP, Sales & Marketing at Citel, was very impressed with Diacom's business direction particularly in light of the Irish economic challenges over the past couple of years and with their current sales direction it was felt that an exclusive arrangement was in the best interest of both companies. Mr. Gomm stated that Citel will work closely with Diacom to further develop its market and help leverage the high level of market penetration already accomplished by Diacom. He looks forward to a long and mutually beneficial relationship between the two companies.

### **About Diacom**

Diacom is one of Ireland's leading integrated solutions providers. With a long history stretching back twenty years, Diacom has built up an experience in telecommunications that is second to none. Its engineers, sales force and managers have hands on experience in working with clients,

large and small, across voice, data, video and emerging technologies. Diacom's integrated approach to its customers' communications has proven to increase their efficiency, flexibility and security while simultaneously reducing cost and complexity.

Its customer base reads like who's who in Irish business and public life, including Irish Rail, An Garda Siochana, HSE, Greencore, University of Limerick, Fyffes, Department of Defence and The Defence Forces.

### **About Citel Technologies, Inc.**

Citel enables SMBs, large enterprises and service providers to realize the cost and productivity benefits of IP telephony while at the same time leveraging their existing PBX infrastructure. Businesses with single or distributed locations and PBX vendors can now deploy next-generation IP applications and services at their own pace, with minimal business disruption. Service providers can deploy Hosted IP telephony services quickly, without having to "rip and replace" existing enterprise PBX handsets and LAN cabling. Citel is based in Amherst, New York with offices in Loughborough, England (UK) and Toronto, Canada.

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**For more information, media inquiries only:**

Citel 1-206-957-6270, [www.citel.com](http://www.citel.com)