



**For Immediate Release
March 5, 2007**

Citel Announces Portico Telephone VoIP Adapter

TVA Quickly and Affordably Transforms Legacy PBX Handsets into IP Phones

SEATTLE – March 5, 2007 – Citel, the VoIP Migration Company™ (LSE AIM: CITE.L), today launched the Portico™ Telephone VoIP Adapter (TVA™) enabling enterprises to quickly and affordably convert existing PBX phones into IP phones over existing wiring infrastructure. The Portico platform delivers the features and functionality of VoIP without the costs associated with typical “rip and replace” VoIP migration solutions, such as network upgrades, new handsets, and retraining.

“When we wanted to replace our aging Norstar system, ripping out our infrastructure, buying new IP phones, and retraining all our users simply wasn’t an option,” said Allan Kobelansky, president of Georouting Technologies located in Montreal, Quebec. “Portico is exactly what we needed. It was affordable, incredibly easy to install and configure, and best of all completely transparent to the employees. There was zero disruption to our business.”

Citel’s Portico TVA connects legacy PBX handsets to a premise-based IP PBX or Hosted IP service provider network, and dramatically reduces the expenditure and disruption usually associated with IP telephony migration. High value VoIP features and services pass through Portico TVA directly to existing PBX handsets over existing wiring, transforming them into new IP phones. With Portico, enterprises avoid the expense of a LAN assessment, LAN upgrade, and new IP handsets. A laptop or desktop web browser is

used for enhanced VoIP features such as click to call, simultaneous ringing, and Microsoft Outlook integration.

“Recent research shows that an estimated \$20.6 billion will be wasted on IP screen phones over the next five years,” said Michael Burke, senior vice president, Citel. “Portico provides a radical alternative to VoIP migration by removing the cost and complexity. With the TVA, businesses retain their existing infrastructure and telephones while gaining all the cost savings and productivity enhancements of IP telephony.”

Citel Portico TVA is designed to help enterprises achieve the following benefits:

- **Reduced monthly telecom operating expenses** through centralized voicemail, IP network utilization, and the elimination of PBX and/or KTX systems across the enterprise. Use of Portico can significantly reduce toll and long distance charges. At the same time, new features such as enhanced reporting and call control streamline operations and control costs.
- **Increased productivity** through centralization, or outsourcing, of voice network management combined with enterprise-wide distribution of features and applications. Because the Portico TVA works with a user’s existing handset, users are already familiar with their phone. Phones can be programmed with the same or similar features from the legacy PBX or updated with the latest VoIP features.
- **Continued return on existing investments** by leveraging existing equipment and infrastructure. With Portico TVA depreciation of infrastructure is not accelerated.

Citel Portico TVA is available in both digital and P phone/analog compatible versions. Portico TVA interoperates with leading IP PBX platforms such as Asterisk, Avaya and Pingtel. Portico TVA also interoperates with hosted IP server platforms such as BroadSoft and Sylantro. In addition, Portico TVA interoperates with more than 100 handset types including Avaya Definity, Ericsson, NEC, Nortel, Panasonic DBS, and Toshiba Strata DK.

Citel Portico TVA is sold directly via Citel's worldwide network of service providers and distributors. For more information about Portico TVA, or to locate a Citel reseller or distributor, visit www.citel.com.

About Citel plc.

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 little 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 a publicly traded company with corporate headquarters in Seattle, and development offices in Calgary, Alberta (Canada) and Nottingham, England (UK). For more information, visit www.citel.com.

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For more information, press only:

Adrienne Lenhart, Communiqué PR, (206) 282-4923, adrienne@communiquer.com
Colleen Moffitt, Communiqué PR, (206) 282-4923, colleen@communiquer.com