

For Immediate Release

Citel Technologies, Inc., Announces Partnership Arrangement with Celabix in South Africa

Citel Signs Agreement with Celabix for the Sale and Marketing of its Flagship Product, the Portico™ TVA™ for SIP enabling legacy phones in South Africa.

AMHERST, NY – August 29, 2013 — Citel Technologies, Inc., is pleased to announce the signing of an Authorized Reseller Agreement with Celabix (Pty) Ltd a South African based contact specialist company. Celabix is committed to delivering solutions that make their customers more profitable and successful at their core businesses. They are a market leader in IP telephony products, contact center, workforce management, connectivity solutions,, software development, system integration and consultancy.

The Portico™ TVA™ offers companies the means 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.

Citel is very impressed by Celebix's core competencies and as a service organization that focuses on integrating technologies for the contact center, conferencing and mobile communications, we feel they are the perfect partner for entering the South African market" said Ian Gomm, VP, Sales & Marketing for Citel. "We have spent a number of months working with the people at Celabix helping them to understand the Portico™ TVA™ and how it can fit into their marketplace. We have been very impressed by their level of study before moving ahead. We look forward to working with them to establish ourselves in the South African market."

Commenting on the new relationship from Celabix's view point Reshan Reddy, Managing Director of Celabix, says "We are excited to join Citel's growing distributor network. As leaders in the VOIP migration arena, we believe the Citel's Portico product range will certainly be key in transforming the South African VOIP market. We look forward to growing the brand and providing our customers with cutting edge VOIP technology and services that will deliver real business benefits, supported by our local team."

About Celabix

Celabix are a market leader in contact centre IP telephony products, workforce management, connectivity solutions, software development, systems integration and consulting. Their team of professionals have extensive experience in IT Services, Support, Project Management and Quality Assurance. Celabix is committed to delivering solutions that make their clients' core businesses more profitable and successful.

For more information, visit www.celabix.com

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Citel. The VoIP Migration Company™

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. For more information on Citel, please visit www.citel.com, check blogs at www.citelblogs.com, or follow on Twitter at www.twitter.com/Citel.