## Cite I. The VoIP Migration Company™

## CITEL TO EXHIBIT AT ITEXPO East 2010 in Miami, Florida

Amherst, NY December 3, 2009 – Citel. The VoIP Migration Company™ is pleased to announce its participation at the upcoming ITEXPO East to be held at the Miami Beach Convention Center in Miami, Florida January 20-22. In addition to the Exhibition at which Citel will be displaying its latest products, ITEXPO hosts an educational program that teaches enterprises, SMB's, and Government Agencies how to select and deploy IP-based voice, video, fax, and unified communications.

Citel will be demonstrating the Citel Communication Manager 100 (CCM-100) an in-house designed and produced IP PBX that enables companies to migrate to VoIP using digital phones, a mixture of digital and IP phones (Citel's Portico™ TVA™ is required for the first two options) or straight IP phones. This user friendly, Asterisk based, IP PBX was designed as a cost effective and timely way to introduce IP telephony to the SMB market.

Citel will also have on full display its C-4110 IP Telephone, introduced to critical acclaim at the recent AstriCon 2009. This IP phone, manufactured with high quality in mind, supports both SIP and IAX2, an excellent fit for those deploying Asterisk. The key advantages of IAX2 over SIP are efficient use of bandwidth, and ease of use in NAT situations - there is no need for the additional complication of Session Border Controller or Application Layer Gateway functionality needed with SIP. IAX2 easily traverses firewalls and network address translators. As one of the first US companies to come to market with its own SIP / IAX2 compatible phone, Citel is proud of its leading edge products and is excited about the market potential for its IP Telephone.

Citel will also have its Portico<sup>TM</sup> TVA<sup>TM</sup> on display. This VoIP migration device enables companies to migrate to VoIP without having to upgrade their telephony infrastructure. Companies can remove their PBX reducing costs but get the full benefit of IP telephony without having to upgrade their cabling, install Power over Ethernet (PoE) or install new IP phones, speeding up the migration process in a cost effective way and removing delays often required when installing traditional VoIP. For more information, please go to <a href="https://www.citel.com">www.citel.com</a>.

## 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. In cases where rip and replace is applicable Citel now offers its own IP Telephones and IP PBX. Citel is based in Amherst, New York with offices in Loughborough, England (UK) and Toronto, Canada.