



NEWS RELEASE

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Citel Technologies' VoIP Migration Solution Achieves "Avaya Compliant" Status for Interoperability

Test Regimen Proves Citel Technologies Complements Avaya's IP Office

- *Citel's Portico™ TVA™ SIP Handset Gateway application is interoperable with key Avaya IP telephony solutions*
- *Enables critical business migration to IP Office utilizing existing cable infrastructure and handsets, providing minimal business disruption, maximum ease and unparalleled capex and opex savings*

FOR IMMEDIATE RELEASE: Monday, June 14, 2010

AMHERST, N.Y. — Citel. The VoIP Migration Company™, a leading provider of VoIP migration technology, today announced that its Portico™ Telephone VoIP Adapter (TVA™) is compliant with key Internet Protocol (IP) unified communications solutions from Avaya, a leading global provider of business communications applications, systems and services.

The Portico TVA helps businesses migrate to IP telephony by leveraging their existing cabling infrastructure. As a result, companies can introduce the benefits of IP telephony without having to upgrade their cabling to Category Five or Six, install Power over Ethernet or purchase IP telephones. The PBX can be removed and the existing legacy handsets used in a VoIP environment, reducing costs and speeding up deployment as there is no need to "rip and replace." The application now is compliance-tested by Avaya for compatibility with IP Office.

"With the changes occurring in our industry it is incumbent upon Citel to be working with the key players in the industry" said Ian Gomm, VP, Sales and Marketing for Citel. "By ensuring successful compliance testing with Avaya, it enables both existing and new Avaya partners to incorporate the Portico™ TVA™ in with IP Office for customers who may have some hesitation to move to IP telephony be it cost, time for conversion or potential disruption to their business. Innovations based on open, standards-based

platforms help companies incorporate new technology easily and cost-effectively and uncover new possibilities for getting more out of their communications infrastructure.”

Citel Technologies, Inc. is a member of the Avaya DevConnect program—an initiative to develop, market and sell innovative third-party products that interoperate with Avaya technology and extend the value of a company’s investment in its network.

As a Gold member of the program, Citel is eligible to submit products for compatibility testing by the Avaya Solution Interoperability and Test Lab. There, a team of Avaya engineers develops a comprehensive test plan for each application to verify whether it is Avaya compliant. Doing so ensures businesses can confidently add best-in-class capabilities to their network without having to replace their existing infrastructure—speeding deployment of new applications and reducing both network complexity and implementation costs.

Eric Rossman, vice president, developer relations, Avaya, said, “Our focus is squarely on bringing the best, most innovative solutions to market. Citel has demonstrated a critical capability that helps an enterprise serve their customers with network flexibility of Avaya IP Office, but to do so in a more graduated way with innovative technologies. It is great news for those who rely on an Avaya infrastructure and want to do more with it while lowering expenses.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com. For more information on the Avaya DevConnect program, visit www.avaya.com/devconnect.

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. For more information, visit www.citel.com.

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