



## **CITEL TO IMPLEMENT AN AUTHORIZED RESELLER PROGRAM FOR MCK PRODUCT LINES**

**June 5, 2009**

Citel Technologies is pleased to announce the introduction of an Authorized Reseller program for the resellers of its MCK product lines. These products have been well received in the marketplace for many years however a formal partner program has never officially been implemented. Citel, through its Authorized Distributors has through the years worked with many exceptional resellers, however have always left it to its Distributors to service these partners. In this difficult economic climate, Citel is setting up this program to better service this valued sales channel and to reward the best of the best.

MCK and now Citel has undergone many changes over the years, but with the latest management change Citel has recognized the intrinsic value of the MCK name and wants to assist its partners in better educating the market to the advantages and benefits of the MCK product line. In addition to ensuring that companies who sign up for this program receive the best prices available and at a higher discount than non authorized partners, Citel will provide these valued partners with both internet and hands-on training to better enable them to support their customers as well as direct contact for any sales support they might require. Partners will also have direct access to software and documentation upgrades to enable them to address their customers' immediate requirements.

Parties interested in this program are asked to contact Raman Prasher or Ian Gomm for more details at 206-957-6270 or by e-mail at [raman.prasher@citel.com](mailto:raman.prasher@citel.com) or [ian.gomm@citel.com](mailto:ian.gomm@citel.com)

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

Citel, through its MCK division, offers the Expandable Digital to Analog Converters (EDAC), devices that enables the recording of digital Key System (KTS) calls on analog devices, and the PBX EXTenders, devices that extends the features of a central PBX to remote offices such as branch offices, call centers, small office and home office workers. Citel also 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. Citel is based in Amherst, New York with offices in Nottingham, England (UK) and Toronto, CA. For more information, visit [www.citel.com](http://www.citel.com).