

**For Immediate Release  
February 15, 2012**

## **Citel Technologies, Inc. Announces Distribution Agreement for its IAX2 Compatible IP Phone in the Iberian Peninsula**

*Citel Signs Distribution Agreement with Avanzada 7 for the Sales and Marketing of its IP phone in Spain and Portugal*

**AMHERST, NY — February 15, 2012** — Citel Technologies, Inc., is pleased to announce the signing of an Authorized Distributor Agreement with Avanzada 7, S.L., headquartered in Malaga, Spain for the sales and marketing of its C-4110 IP phone in Spain and Portugal and regional Spanish language countries. Having recently upgraded the firmware on its phone to facilitate the use of the Spanish language on the telephone's display for the Central and South American marketplace, Citel was looking for a partner to target the Spanish marketplace directly and will be now be working with Avanzada 7 to incorporate the Portuguese language into the firmware as demand requires.

The Citel 4110 is an advanced, fully featured two-line IP Telephone that takes full advantage of VoIP technology by offering a flexible, interoperable solution at an affordable price. It delivers the SIP & IAX2 standards to provide advanced calling, conferencing, and messaging features. The IAX2 standard is of particular interest to the Asterisk market as it requires reduced bandwidth and provides firewall friendly service.

“Our expertise in providing technical pre and post sales technical support to VoIP devices in telephony environments will provide considerable advantage to dealers selling Citel products,” said Nacho Cabrera, Avanzada 7 CEO. “We are particularly excited to be representing Citel in Spain and Portugal, as well as to specific customers in the north of Africa region. We are definitely covering an empty product range which has been demanded by the market for months”

Ian Gomm, VP, Sales & Marketing at Citel, stated that Avanzada placed the C-4110 some rigorous testing before moving forward and is looking forward to increasing the product's presence in the European marketplace.

### **About Avanzada 7**

Avanzada 7 is a leading value-added distributor of voice, video and data solutions. Founded in 2002, the company has grown its portfolio around telephony in general and VoIP in particular. Avanzada 7 represents high-profile brands including Digium, Cisco, Aastra, Grandstream, Technicolor, Redfone and Konftel. Its comprehensive range of leading edge collaboration solutions includes conferencing, telecommunications, recording solutions, IP phones, Asterisk & 3CX hardware, high availability solutions, networking, WLAN and call center solutions.

# Citel. The VoIP Migration Company™

Avanzada 7 aims to provide an unrivalled support to its Business Partner network in Iberia region, drawing on a dedicated team of certified and accredited staff to offer industry-leading technical, sales and marketing support. For more information, visit [www.avanzada7.com](http://www.avanzada7.com).

## **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. With its expertise in VoIP migration it has been developing its own line of price competitive, well-built IP phones. Citel is based in Amherst, New York with offices in Loughborough, England (UK) and Toronto, Canada.

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## **For more information, media inquiries only:**

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