



Thomas Sodemann
Vice President

Phones Plus Helps Customers Combat Recession with Advanced Technology

SMBs Leverage Solutions Designed to Enhance Productivity and Profits

NEW BERLIN, WI - July 27, 2011 - Phones Plus, Inc., a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, Phones Plus has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that Phones Plus has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP

based telephony by dedicating a separate "channel" to handle the traffic. SIP Trunking also supports multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of mediums. Phones Plus' salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Thomas Sodemann, Vice President of Phones Plus. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

Phones Plus is also associated with Technology Assurance Group (TAG) which is an international organization that collectively

represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "Phones Plus has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

ABOUT PHONES PLUS, INC.

Since 1981, Phones Plus has committed to establishing lasting business relationships with our clients. Phones Plus offers innovative voice, video, and data networking solutions that increase our clients' profitability and gives them a competitive advantage in their marketplace.

Phones Plus recognizes the critical need for a communications company that combines leading technology with top-quality service and support.

Our mission is to provide exceptional value through managed services that eliminate technological obsolescence, ensure a fixed cost for our business partners, and maximize the profits, productivity, image, and competitive advantage of those partners. Highly trained and motivated professionals give you measurable results.