



**Swyx appoints creative agency redroute to support new
marketing drive to aid channel**

Reading, UK, 25th January 2006 - Swyx, the market leading IP telephony provider has appointed Soho based agency redroute to look after its pan-European brand development and advertising.

Stuart Noad, Director of Corporate Marketing at Swyx says "With growth in excess of 200% in 2005 this is an exciting time for Swyx. redroute has been brought on to help us simplify our core brand message so our business audience clearly understands the many benefits we offer over and above traditional telephony providers and the growing number of VoIP providers. With our targeted approach and use of a complete media mix we are anticipating excellent results."

He added, "At a time when rival IP vendors are reducing their marketing budgets, Swyx is doing the opposite and is ramping up its marketing spend to promote the Swyx brand amongst business users thus making it easier for our channel partners to sell the Swyx concept."

Targeting SMEs, Swyx takes IP telephony to the next level. With its pure software, totally scalable approach, the SwyxWare solution offers all the

features and benefits of VoIP with the ability to manage all a business's communication needs through a user's inbox.

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About Swyx:

The last telephone system you'll ever need.

In the current climate, every business has to scrutinise every investment more carefully than ever to ensure they are getting the very best value. This is true particularly when it comes to telephony systems, where choice is plentiful, and technology moves so quickly that traditional telephony technologies are already becoming obsolete.

Swyx develops software-based telephony systems that work like any other software application, such as email, instant messaging and CRM, through your existing data network and server application. So you can take full advantage of all the benefits of business-class VoIP - without having to invest in expensive new telephony hardware.

In addition, the Swyx system has the potential to build into a powerful business tool. Because a Swyx system is Microsoft Windows based, it integrates seamlessly with your existing IT infrastructure, including all your individual business applications such as security systems, Office applications, Finance and CRM systems and customer support infrastructure, giving you one seamless communication system that will move and grow with your business no matter how many people, sites or locations you expand into.

Swyx is constantly developing its solutions to meet the changing needs of your business. So whatever your business, and whatever your stage of development, choosing an IP telephony solution from Swyx will give your business more possibilities, more agility, more choice and more communication, making it the last telephone system you'll ever need.

Swyx was established in 1999 and now has offices across Europe, with headquarters in Dortmund, Germany. Today the company is recognised as a market leader for IP telephony in major European countries and has enabled in excess of 4500 businesses across the continent to take advantage of the business benefits of IP telephony and associated applications. Swyx is renowned for its product innovation and superior business understanding, and its achievements have been recognised many times through technical and business awards, journalist and analyst comments and reviews, product tests and customer testimonials.

Swyx's management team and supervisory board are recognised industry leaders who have all held senior positions within the telecommunications industry. Everyone at Swyx is dedicated to providing world class IP telephony solutions and applications that continually push the boundaries of what is believed possible, while continually delighting its customers and business partners by providing the best possible products and services to make them more competitive in their markets.

About redroute - www.redrouteagency.com

Formed in 2005, redroute is a new creative agency based in Soho.

Taking a new or different route often leads to the best ideas! Ideas that transcend any media or channel, to achieve the 'cut through' that will get the best possible results.

Our holistic approach to communications has evolved from most clients wanting to work with an agency that not only understands this, but can deliver against it.

The three founding Directors come from a range of backgrounds, including business consulting, client-side marketing and top advertising agencies.

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