

PRESS RELEASE



Swyx Announces Major New Partner Programme and Brand Awareness Campaign

Reading, UK, 20th February 2006 - Swyx, a leading European vendor of IP Telephony systems to the SME market, today announced the launch of their new Partner Programme for Channel partners in conjunction with a major new Branding and Awareness Campaign to further promote the success of the Swyx brand and their market-leading SwyxWare range of software-based IP-PBX products to their major markets in Europe. The programme will initially be rolled out in February 2006 in the UK, Germany and Switzerland, with additional and ongoing country rollout taking place through the course of the year.

The Swyx brand campaign will aim to increase awareness and business primarily in the SME segment across Europe, promoting the Swyx brand and benefits of SwyxWare's unique software telephony products directly towards the SME sectors of the market. Demand for Swyx's software-based IP Telephony solution is growing rapidly in this sector, and Swyx is already a market leader in this SME segment in a number of European countries, having seen triple-digit growth in its 2005 business over the previous year.

The Swyx Partner Programme is designed to help partners in the voice, converged/data and software applications sectors to take advantage of the increasing market demand for software-based IP-PBX and IP Telephony solutions. The programme launches with an approved partner accreditation and training scheme, direct assistance and consultancy for marketing and customer-focused activities, sales and technical support, product and solution development support and ongoing business development activities in their markets. Initially the programme will offer three levels of partner status: Swyx Solution Partner, Swyx Silver Partner and Swyx Gold Partner, and in addition to the above benefits, partners will be offered up to 6% of SwyxWare licence revenues to further reinvest in marketing and customer-based activities in their own market, making this the industry's best-in-class programme for partner loyalty and assistance.

SVP of Marketing at Swyx, Dave Smith commented, "We are delighted to be launching a brand new partner programme that we believe will enable Swyx and its partners to gain greater recognition in the market place, while encouraging partners to demonstrate customer excellence and promote marketing best practise to improve their business. Swyx is offering an industry-leading programme which will actively help them build and support their customer base. By providing our partners with the necessary tools to help them scale and expand in this growing market, we are making it easier for them to build and innovate solutions and services that reflect the needs of their particular industry specialisation or customer requirement."

Dave continues, "This programme is designed, above all, to provide all our business partners with direct and active collaboration, an uncomplicated accreditation and rewards process, and the most up-to-date product, marketing and training support and tools required to assist and reward them for their own ongoing investment in offering the SwyxWare product range. It will also give them the opportunity to become part of the larger Swyx community where ideas and experience can be shared."

Details of the Swyx Brand Programme and Partner Programmes will be available on the Swyx Website www.swyx.com from February 2006.

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.

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