



PRESS RELEASE

uReach Technologies Wins IMS Leadership Award from IMS Magazine for 2008

Converged Services Framework Recognized for Outstanding Innovation

HOLMDEL, NJ, (December 8, 2008) — uReach Technologies, a leading provider of communications solutions for wireless, wireline, and broadband carriers, announced today that Technology Marketing Corporation's IMS Magazine has selected the company's Converged Services Framework (CSF) as a recipient of its 2008 IMS Leadership Award.

uReach's Converged Services Framework (CSF) is a carrier-grade platform for deploying a wide array of calling, messaging and multimedia services for mobile consumers, small businesses and residential subscribers. CSF is deployed today in carrier IMS environments. In addition, it simultaneously supports SIP/IP and legacy TDM mobile and wireline networks.

"The uReach CSF is more than an 'IMS ready' solution; it's deployed in real networks in scale" said David Ittner, CTO for uReach Technologies. "In 2007 uReach's CSF was installed and turned up as the messaging foundation in what will quickly become one of the largest IMS environments in North America."

In addition to current support for IMS protocols, CSF simultaneously supports legacy protocols such as SS7 and PRI. This provides carriers that deploy uReach's CSF in a legacy environment with a cost-effective and smooth migration-path to an IMS service architecture. At its core, the architecture of CSF creates applications, executing in logical application servers, which are independent of the underlying transport networks and access methods. The modular nature of CSF facilitates integration with external network services (such as user databases, presence sources and content sources) as they become available in a carrier's IMS network.

"uReach Technologies has proven their outstanding achievements in advancing IMS solutions by earning an IMS Leadership award for their Converged Services Framework. With the significant growth in IMS, receiving this award distinguishes them as a leader in the industry," stated Rich Tehrani, president of TMC. "It is my pleasure to honor uReach for their contributions in transforming the industry."

The 2008 IMS Leadership Award winners can be found in the October/November 2008 issue of IMS Magazine.

About uReach Technologies

uReach Technologies, Inc. is the leading provider of converged communication solutions for the service provider market. The uReach Converged Services Framework (CSF) offers a standards-based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wireline and IP properties quickly, economically and in-scale. Running

exclusively on open systems, uReach Enhanced Voice Messaging, Voice-SMS, Multimedia Messaging and Single Number Service are currently improving the way millions of subscribers around the world communicate every day. uReach is a privately-held company headquartered in Holmdel, NJ. For more information, visit www.uReachTech.com.

About IMS Magazine

IMS Magazine, www.imsmag.com, is devoted to teaching the service provider community about the massive opportunities afforded them in the move to IP Multimedia Subsystems (IMS)-based architectures. IMS Magazine focuses on wireless and wireline opportunities as well as the intersection of the two. IMS Magazine has grown its circulation to 40,804 since its premier issue in January 2006. For more information about TMC, visit www.tmcnet.com.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, Call Center 2.0 Conference and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.

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