



## **Best Tel Launches Cellular Gateway Solutions To Benefit Local Businesses**

*Partnership With ITS Telecom To Reduce Cellular Phone Costs By 50%*

EUGENE, OR – March 31, 2008 - Best Tel, LLC, a leader in business communications, announced today that it has launched Cellular Gateway solutions to benefit local businesses. The company recently formed a strategic partnership with ITS Telecom US to deliver an innovative technology that has the ability to reduce an organization's cellular phone costs by 30% or more annually.

ITS Telecom's Cellular Gateway solutions integrate mobile phones to the company's traditional (PBX) phone system in a highly economical manner. When the mobile user places a call to the Cellular Gateway they are connected to a PBX dial tone. The mobile user has several options such as dialing an internal extension or making a long distance or toll free call. For outbound calls from the office to the mobile user, the cellular gateway converts that desk phone into a cell phone. All of this activity is viewed by the cell network as mobile to mobile activity with zero paid minutes used. If an outside call is made, the Cellular Gateway bridges the mobile phone to the PBX, then it routes the call to the specific party, and the company is charged normal landline rates. As a result, the Cellular Gateway reduces both long distance charges and paid minutes used by company cell phones. Companies now have the option of immediately reducing the paid minutes in their cell plans. Currently, ITS Telecom's Cellular Gateway supports the GSM network (Cingular and T-Mobile) with the CDMA (Verizon and Sprint) version due out second quarter of 2007.

"The Cellular Gateway has the potential of reducing corporate cell phone bills by a minimum of 30%,"

said Fred Palacios, director of sales for ITS Telecom U.S. "The gateway is actually very simple. Basically, all calls between the office and mobile users are routed through the gateway and recognized as mobile-to-mobile activity by the carrier with no paid minutes used. Best Tel's customers that implement any of our Cellular Gateway products will reap immediate benefits by dramatically improving their bottom line. We're excited about this new relationship with one of the leading business communications providers in the industry."

"We're constantly reviewing, analyzing, and testing new technology to help our customers achieve their business goals," stated Gary Gonzalez, president of Best Tel. "Identifying that one technology that can significantly impact an organization is exciting. During this process, we have two objectives in mind – to find technology that increases profitability and give the companies we serve a competitive advantage. We believe that ITS Telecom's Cellular Gateway is a valuable investment for many of our customers."

### **ABOUT BEST TEL, LLC**

Gary Gonzalez and his business partner's, Dennis Poulin, Chuck Whiteley and Tamara Gonzalez, are owners of Best Tel LLC, a member of the Technology Assurance Group (TAG). Best Tel has built a team of professional voice and data specialists dedicated to the highest levels of customer support. Best Tel's pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific Northwest's business market. With offices located along the I-5

Corridor in Portland, Eugene, and Medford, Best Tel is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements.

### **ABOUT ITS TELECOM**

ITS Telecom US is a leading manufacturer of innovative telecom add-on products. ITS Telecom US serves customers across North America, from governmental to private institutions through a solid network of distributors and OEM Partners. Our wide array of digital, DSP-based products include Voice Mail Systems, Auto Attendants, Voice Announcers, Music on Hold Units and Door Phone/Access Control Units.

Specializing in proven telecom add-on product technology, ITS Telecom provides cost-effective solutions, which evolve with the ever-changing needs of your business and optimize your systems applications. Our solutions are all easy to integrate and manage, simple to use and highly reliable. In addition, price points and feature sets are designed to accommodate the needs of small to medium sized businesses.

ITS Telecom US is committed to continually upgrading customer service and guarantees customer satisfaction every time by providing optimal solutions for businesses, reducing costs and utilizing smart technology. All ITS Telecom US products have been designed with a high performance - low cost ratio, which perfectly suits the needs of different markets and continuously provides unsurpassed customer service and technical support.

For more information on ITS Telecom US, please visit [www.its-tel-us.com](http://www.its-tel-us.com).