



## **Best Tel Launches Innovative IP Telephony Technology to The Marketplace by Partnering With IPitomy Communications**

*Small to Mid-Sized Businesses to Reap the Benefits From The Most Technologically Advanced IP PBX in the Communications Industry*

PORTLAND, OR— December 17, 2007 — Best Tel, the region's leader in business communications, announced today that the company has launched innovative IP telephony technology to the local marketplace through its partnership with IPitomy Communications, a leading provider of a new breed of business class Voice-over-IP (VoIP) products and services. Small to mid-sized businesses will reap a variety of cost-effective benefits through the utilization of the most technologically advanced IP PBX in the communications industry.

IPitomy Communications designs and manufactures a complete line of open standards IP telephony equipment for businesses. The company's solutions integrate with existing data networks eliminating the additional infrastructure cost of maintaining a separate wiring system for telecommunications. There are a number of advantages of using an efficient embedded platform and open standards software for the best VoIP deployment for small to mid sized businesses such as a high level of features and functionality at an affordable price.

The embedded platform enables traditional PSTN connections plus VoIP service provider connections via SIP Trunking to create redundant business communications applications. The rich feature set, extreme reliability, support for open standards and simplicity of a web based interface gives users greater control of the unified communications feature set.

The company's latest solution, the IPitomy 1500, is a pure IP system designed to support 20 to 150 users.

The system will work with analog lines, DSL, T1 and PR1 lines, and is easily connected to IPitomy Exchange. IPitomy Exchange is a high quality VoIP service provider designed for business grade VoIP service. IPitomy and IPitomy Exchange provide comprehensive business solutions that incorporate advanced functionality for branch offices and remote or temporary workers, business continuity features, and cost reductions of up to 50% on phone service. Through web based administration the system is easily configured to support remote extensions and enables call forwarding to home extensions and/or cell phones. Similarly, service providers are now offering SIP Trunking as a way for IP PBX customers to save money on their telecommunications services and increase Internet bandwidth. The IPitomy 1000 system is now affordable for businesses with as few as 5 telephones. Getting more features and performance at a lower cost is attractive for any business, and these developments indicate that IP technology has matured to the point where the end of the traditional circuit switched PBX is here.

"The technology developed by IPitomy is so innovative that it is going to dramatically change the playing field of the business communications industry," stated Mark Berkovitch, branch manager of Best Tel. "IPitomy's solutions are significantly more cost effective and feature rich than any other IP based technology on the market today. Open standards are essential to the small to midsized business in taking advantage of the transition from the proprietary business telecommunications systems to the new and efficient IP PBX systems. We're thrilled to be on the leading edge of bringing it to our vast customer base because it will increase their

profitability, give them a competitive advantage, and enhance employee productivity as well as their quality of life."

IPitomy, with its low cost, highly efficient platforms based on open standards, are showing the way towards highly integrated and easy to use IP PBX systems that never existed before. Innovation and opportunity have been the real catalyst behind this trend as the market is clearly disrupted for traditional PBX equipment manufacturers. This market transition is creating the kind of potential advance in benefits for business that has not been seen since the introduction of the PC.

"We selected Best Tel because of their high level of service and customer satisfaction, their ability to successfully adopt and deliver the latest technology, and their strong commitment to supporting their customers' business objectives through the utilization of IP based telephony," said Nick Branica, CEO of IPitomy. "Their customers now have an innovative alternative with an immediate impact to the bottom line as well as the manner in which they conduct business."

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

Best-Tel LLC's Portland office is 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 IPITOMY  
COMMUNICATIONS**

IPitomy was founded in 2004 by Nick Branica, an industry veteran. Mr. Branica is the former President, CEO of Comdial Corporation and founder and CEO of Key Voice Technologies. IPitomy is a provider of a wide range of Business Class (VoIP) products and services that meet the demands of

small to mid-sized businesses (SMB). IPitomy offers one of the most competitive business communications systems for the SMB today. Please contact us at: 941.306.2200 or visit [www.ipitomy.com](http://www.ipitomy.com).