



Bryan Murfree
President

Telewire Helps Customers Combat Recession with Advanced Technology

SMBs Leverage Solutions Designed to Enhance Productivity and Profits

SALISBURY, MD – June 30, 2011 - Telewire, Inc., a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, Telewire has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that Telewire has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating a separate "channel" to handle the traffic. SIP Trunking also supports

multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of mediums. Telewire's salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Bryan Murfree, President of Telewire. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

Telewire is also associated with Technology Assurance Group (TAG) which is an international organization that collectively represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "Telewire has

always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

ABOUT TELEWIRE, INC.

Telewire is a locally owned and operated telecommunications company specializing in the communications needs of the Delmarva business community. The company offers a broad range of voice and data services, as well as the latest innovations in office equipment. Telewire has established strategic partnerships with a spectrum of leading edge business system providers such as Mitel and Zultys enabling the company to deliver the most advanced applications, including: Multi-Node Networking, IP Telephony, Unified Messaging, Interactive Voice Response and Voice Mail Integration. With over 25 years of experience in the telecommunications industry, Telewire has the resources and expertise to find multiple solutions for any business problem. Regardless of the size of business, Telewire can design a system which is efficient, user-friendly and cost-effective.

For more information on Telewire, please call (410)749-2355 or visit www.telewire-inc.com.