

**For Immediate Release**



## **Expansion of Callfinity's Telecommunications Product Line Sparks 70% Growth and Hiring Blitz**

PITTSFORD, NY, November 1, 2007 – Callfinity Inc, a leading provider of conferencing and contact center technology, announced today that recent growth from national and international customers has caused the company to start hiring again.

“When we started in 1999, it was easy to raise capital and hire quickly,” said Jeff Valentine, President & CEO of Callfinity. “The economic downturn in 2000 and 2001 caused us to refocus our efforts on only the most profitable and highest potential markets. Thanks to the recent addition of several new products, and 70% top line growth, we’ve started hiring again at the same pace we did years ago.”

Callfinity was founded in 1999 in Boston, Massachusetts, but moved its headquarters to Rochester, New York in 2005 because it was easier to find talented employees and labor costs were nearly 30% lower than other major metropolitan areas. New York’s Empire Zone program made the move particularly attractive.

The company plans to continue hiring throughout 2008 while expanding its product install base nationally and internationally.

### **ABOUT CALLFINITY**

Callfinity provides telecommunications software and systems to enterprises and service providers. Over 200 customers, such as British Telecommunications, John Hancock Funds, and the Massachusetts General Hospital, use Callfinity’s on-premise equipment and hosted services for call recording, IVR, and other specialized uses in four countries around the world. For more information, please visit Callfinity’s web site, [www.callfinity.com](http://www.callfinity.com), or contact Marcy Sepp at (877) 897-2962 or +1 585 278-1940. Callfinity is a registered trademark of Callfinity, Inc.