

For Immediate Release



Callfinity Announces new IP Audio Conference Bridge for Service Providers

PITTSFORD, NY and LAS VEGAS, NV, April 2, 2008 – Callfinity Inc, a leading provider of conferencing and contact center systems, announced today the general availability of Callfinity Apex™ – an audio conference bridge for service providers that uses Voice over Internet Protocol, or VoIP, technology to reduce the upfront hardware investment required by competitive solutions. Callfinity announced this during the Telespan Third Annual *Future of Conferencing*™ Workshop in Las Vegas, Nevada.

“For almost ten years, Callfinity has been providing the easiest to use telephony technology,” said Jeff Valentine, President & CEO of Callfinity. “Callfinity Apex is our solution to a problem that Conference Service Providers have to the need to replace their existing TDM-based bridges with IP-capable technology while simultaneously adding 100% web-based self service tools for end users.”

Callfinity Apex is a reservationless audio conferencing bridge that allows up to 1,000 callers to use a single bridge instance at once. Because it has been designed as the easiest to use audio conferencing bridge platform, users may interact with a brand-able web application interface to create their own accounts, manage passcodes, and download participant list reports. Apex also includes CR2, Callfinity’s widely adopted and industry-leading Conference Record and Replay system - a product that allows users to record their own conference calls and to make those calls available for replay via telephone playback and web streaming interfaces.

“The technology platform behind Callfinity Apex utilizes VoIP to connect callers because all CSP customers we’ve surveyed said they would prefer to buy IP equipment instead of traditional telephony equipment,” said Patrick Conroy, CTO of Callfinity. “We chose to use SIP as the signaling protocol because our customer base can buy SIP trunks from their upstream telecommunications providers and, in many cases, have already purchased SIP gateways when PSTN connectivity is still required.”

Callfinity has been selling telephony systems to conference service providers since 2003, and in that time has become the largest and most respected provider of call recording and replay technology. With the introduction of Callfinity Apex, Callfinity brings that advanced recording and replay technology together with a simple to use and easily managed reservationless audio conferencing bridge that they can deploy for the fraction of the cost of legacy circuit-switched systems. Apex also includes web service Application Programming Interfaces, or APIs, to allow customers to easily integrate Apex with their existing CRM and billing infrastructure.

ABOUT CALLFINITY®

Callfinity provides telecommunications software and systems to enterprises and service providers. Since 1999, over 200 conferencing and call center customers, such as British Telecommunications, John Hancock Funds, and the Massachusetts General Hospital, use Callfinity’s on-premise equipment and hosted services in four countries around the world.

For more information about Callfinity, please visit Callfinity’s web site, www.callfinity.com, or contact Marcy Sepp at (877) 897-2962 or +1 585 278-1940. Callfinity is a registered trademark of Callfinity, Inc.