

## **Republic Telecom Launches Innovative IP Telephony Technology to The Marketplace by Partnering With Toshiba**

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

TAMPA, FL— December 12, 2007 — Republic Telecom, 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 Toshiba, 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.

Toshiba 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 is a pure IP system designed to support 20 to 150 users. The system will work

with analog lines, DSL, T1 and PR1 lines. Toshiba provides 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 Toshiba 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 Toshiba is so innovative that it is going to dramatically change the playing field of the business communications industry," stated Donna Arsenault, president of Republic Telecom. "Toshiba'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."

Toshiba, 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.

### **ABOUT REPUBLIC TELECOM**

Republic Telecom was founded in 1988 when a group of telecommunications professionals recognized a glaring deficiency in the marketplace for leading-edge technology, top quality service, top-notch customer support, and application solutions to the ever-changing marketplace. Since 1988, Republic Telecom has built a team of highly professional telecommunications personnel who support its customer base in the Central Florida area.

At Republic Telecom, we are serious about our responsibility as your telecommunications partner and understand that we play a major role in your successful communications with your customer. Republic Telecom's written guarantee means that it guarantees 100 percent satisfaction or your money back - no questions asked - within 30 days of installation. At Republic Telecom, we stand behind our products, training and service. For more information on Republic Telecom, call (813) 984-0800 or visit [www.republictelecom.com](http://www.republictelecom.com).