



TouchPoint Networks Helps Customers Combat Recession with Advanced Technology

SMBs Leverage Solutions Designed to Enhance Productivity and Profits

PORTLAND, OR – August 24, 2011 - TouchPoint Networks, 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, TouchPoint Networks 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 TouchPoint Networks 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. TouchPoint Networks' 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 Gary Gonzalez, President of TouchPoint Networks. "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."

TouchPoint Networks 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 "TouchPoint Networks 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 TOUCHPOINT NETWORKS

Gary Gonzalez and his business partner's Chuck Whiteley and Tamara Gonzalez, are owners of TouchPoint Networks, a member of the Technology Assurance Group (TAG). TouchPoint has built a team of professional voice and data specialists dedicated to the highest levels of customer support. TouchPoint'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, TouchPoint Networks is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements. For more information on TouchPoint Networks, please visit www.asktouchpoint.com.