



NEWS RELEASE

For Immediate Release

Aretta Communications Launches Hosted Virtualized IP-PBX Solution

NetPBX is first hosted Asterisk® PBX with integrated SIP Trunking and preconfigured VoIP handsets

ATLANTA, GA. – October 16, 2007 – Aretta Communications, a premier provider of hosted, virtualized IP-PBX solutions for small businesses, today announced the availability of NetPBX, the first hosted Asterisk® based IP-PBX offering with integrated SIP Trunking and preconfigured VoIP handsets, specifically designed to meet the unique communications needs of the SMB market.

NetPBX is a robust IP-PBX based on the open source Asterisk® PBX software application. Aretta bundles the hosted PBX with an integrated SIP Trunking offering for inbound and outbound calling as well as preconfigured VoIP handsets from leading suppliers like Polycom. Historically, users of Asterisk-based PBXs were forced to integrate components from multiple vendors for the server, trunking and handsets. By combining these components, Aretta greatly simplifies the installation and integration of an Asterisk® IP-PBX solution.

“Small businesses have historically been ill-served by hosted communications solutions that either do not offer pricing scalability if more than a handful of extensions are needed, or lack the all-inclusive features that users require,” said Marc Fribush, President of Aretta Communications. “With NetPBX, small businesses finally have their own full-featured Asterisk-based IP-PBX that can be up and running in minutes with an unlimited number of extensions -- there is no hardware to buy, no installation fees and no a-la-carte charges for PBX features.”

Aretta’s hosted Asterisk® IP-PBX servers leverage SWsoft’s industry-leading Virtuozzo virtualization platform, which allows multiple instances of the Asterisk® open source PBX application to be placed on a single hardware server at Aretta’s telecom data centers. This enables Aretta to effectively contain IT infrastructure, realize hardware resource optimization and, in turn, offer small businesses a low cost, full-featured communications solution.

“Hosting Asterisk® IP-PBX servers in a secure data center environment optimized for telecom application hosting means there is no longer any reason for small businesses to incur the major expense of building and managing an IP-PBX on the premises,” added Fribush.

With all of Aretta’s hosted virtual Asterisk® packages, small businesses do not need to buy, build or maintain any PC hardware, download any distribution or install any software. Aretta offers SIP Trunking and preconfigured VoIP handsets which can be purchased separately or bundled together with NetPBX. Aretta currently has customers deploying the following hosted communication applications:

- Hosted Asterisk® PBX

- Hosted Outbound Dialing based on VICIDIAL
- SIP Trunking
- Hosted IVR and Auto Attendant
- Hosted Conference Calling

Pricing is based on maximum number of simultaneous calls required and starts at just \$29.95 per month for a full-featured hosted IP-PBX with an unlimited number of extensions. For additional information on Aretta's NetPBX hosted virtual IP-PBX packages, visit <http://www.aretta.com> or call 1-800-732-1910 (1-404-478-2200 outside the US and Canada).

About Aretta Communications, Inc.

Aretta is a premier solutions provider of hosted, virtualized IP-PBXs for small and medium-sized businesses. Branded under NetPBX, the company is pioneering the business VoIP 'triple play' – bundling a hosted Asterisk-based PBX with integrated SIP Trunking and preconfigured VoIP phone sets into one low cost offering. Pricing is on a per-system basis, including all PBX features, allowing for an unlimited number of extensions. The company was founded in 2005 and is based in Atlanta, Georgia. For more information on the company and its product offerings, visit <http://www.aretta.com>.

Asterisk is a registered trademark of Digium, Inc.

Aretta Communications Press Contact:

Brian Lustig

Lustig Communications

301.775.6203

brian@lustigcommunications.com

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