

News Release

FOR IMMEDIATE RELEASE

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Alternate Access® to feature call center solutions designed for the floral industry at Super Floral Show

Converged communications solution provider will demonstrate how FloralProfitCenter™ helps florists increase profits, optimize operations and build repeat sales

RALEIGH, N.C. (June 4, 2007) – Alternate Access®, a leading provider of converged communications solutions, will be an exhibitor at the Super Floral Show June 12 through June 15 at Columbus Center in Columbus, Ohio. Visitors to the Alternate Access booth, No. 2054, will learn how FloralProfitCenter™ combines Voice over IP and enterprise call center capabilities with existing, florist industry-specific point-of-sale applications.

FloralProfitCenter enables florists to provide better customer care, increase order handling, target advertising campaigns and up-sell products via sophisticated call tracking and in-depth reporting capabilities. By seamlessly integrating call center and point-of-sales applications, the Alternate Access team provides a unique customer service solution that increases profits, optimizes operations efficiency and builds repeat sales for clients.

Visitors to booth No. 2054 will be able to experience FloralProfitCenter firsthand via an interactive demonstration, view a presentation on the benefits of FloralProfitCenter, and meet with the Alternate Access team to discuss how a call center solution can help their business.

“We are excited to exhibit at a floral industry trade show of this magnitude,” stated Kelly Lumpkin, CEO and director of business development for Alternate Access. “The Super Floral Show will provide us the opportunity to talk one-on-one with decision makers and show them how FloralProfitCenter can be customized to achieve the goals of their individual businesses.”

Having an in-depth knowledge of florist business requirements, Alternate Access created FloralProfitCenter to offer the underserved florist market the ability to raise customer service to a new level. Alternate Access has created customized communications solutions for florists nationwide and in Canada, and is the only company in the nation that integrates TeleVantage™ and florist-specific point-of-sale applications.

For more information on Alternate Access’s booth, No. 2054, at the Super Floral Show, contact Lia Luisi at (919) 463-9680 or via e-mail at lia.luisi@thinkpartnership.com.

For more information on FloralProfitCenter, visit www.FloralProfitCenter.com or call 866-831-9277.

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About Alternate Access

Founded in 1993, Raleigh, North Carolina-based Alternate Access provides intelligent business phone systems to small-business and branch-office clients locally and nationwide. Their innovative phone system solutions help increase profits by boosting staff performance and efficiency, enhancing customer service, and adding management reporting capabilities – all while decreasing labor and infrastructure costs. Products include IP-PBX with Voice over IP, fax servers, unified messaging, Web collaboration, interactive voice response and call center applications, headsets and specialty phones. By employing extensive experience and best practices, award-winning Alternate Access works in partnership with its customers to build creative yet cost-effective solutions. Customers discover sustainable competitive advantages while unlocking new business opportunities and reducing operations costs. For more information on Alternate Access visit www.AlternateAccess.com.