



FOR IMMEDIATE RELEASE

Vertical Communications Announces Acquisition of CT Innovations

Kentucky-based Telecommunications Provider Extends Vertical's Direct Sales Presence in Key Mid-South Region

Santa Clara, Calif., February 19, 2015 -- Vertical Communications®, a leading provider of business communications software and solutions, announced that it has acquired the customer base of CT Innovations (CTI) in Louisville, Kentucky. CTI provided voice and data communications products and applications to businesses across the Ohio Valley and Mid-south regions. CTI's Louisville office now becomes a Vertical direct sales office, through which Vertical will continue to serve CTI's existing 400-plus customers in Kentucky, Tennessee, Southern Ohio and Indiana. Terms of the deal were not disclosed.

The acquisition of CT Innovations continues Vertical's initiative to create and maintain the largest national direct sales footprint of all communications technology providers in the United States. The company merged with Fulton Communications in mid 2014, giving it the broadest direct sales network in the country. Vertical continued its expansion in January, 2015, when its Fulton Communications subsidiary acquired the assets of Voice Systems, Inc., a Boston-based provider of communications technology to business customers throughout New England.

"CTI has built a very loyal customer base by delivering advanced communications technology that has remained relevant to the unique requirements of its customers," said Peter Bailey, Vertical's chief executive officer. "Through this acquisition, Vertical will continue to build on the strong foundation cemented by CTI to serve this growing business community, while further expanding Vertical's presence in the South and Midwest."

"There are tremendous synergies with CTI that make this a very attractive opportunity," explained Ben Treadway, Vertical's executive vice president. "As a longstanding Vertical partner, CTI has been adept at selling solutions that deliver real business value to their customers, which is in perfect lockstep with Vertical's business philosophy. We expect that the integration with CTI will be completely seamless and transparent, and are delighted to have the opportunity to now work directly with CTI's loyal customers."

About Vertical Communications®

Vertical Communications, Inc. is a provider of unified communications (UC) and IP telephony solutions and services to enterprise and business customers throughout North America and Europe. The Company's flagship UC product – the Vertical Wave IP™ -- offers comprehensive integration into enterprise CRM, ERP, mobile and other critical enterprise systems, enabling companies to better communicate and serve customers; promote collaboration among employees and partners; as well as provide deep insights into customer communications through business intelligence and management tools. In addition, Vertical provides managed services, project management, custom development, deployment and enterprise support services. The Vertical portfolio enables complete, turnkey deployment and management of voice infrastructure, software, enterprise integration and ongoing support. Vertical sells its products and services to business customers, with a focus on vertical markets including retail, health care, state and local government, and other customer-facing industry segments where customer experience is a primary focus. The Company's merger with Fulton Communications, completed in June 2014, provides the company with direct sales and professional services in over 25 metro markets in North America, which, in combination with Vertical's over 250 channel partners, provide the Company with broad North American and European reach. Vertical is a privately held company headquartered in Santa Clara, CA. For more information, visit www.vertical.com.

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