

EARTHBEND ADDS VERTICAL COMMUNICATIONS' SUMMIT PLATFORM TO THEIR DISTRIBUTION PORTFOLIO

Sioux Falls, SD 7/30/2014—EarthBend announced today that it has added the Vertical Summit™ small business communications system to their existing distribution portfolio. This unique product line will enable EarthBend partners to obtain their voice system and third-party peripheral solutions from the one of a kind EarthBend purchasing portal. EarthBend is a premier distribution arm for many top OEM partners whose solutions enhance and complement an IP telephony purchase. The Vertical Summit will also offer a fresh solution for those resellers who are currently seeking a unique voice system for their customers. This partnership delivers a new and emerging solution to EarthBend business partners across the U.S. and Canada.

"We are excited to broaden our relationship with the Vertical team while partnering with them to distribute the new Summit platform. The Vertical/EarthBend combination will offer a unique one-stop shopping opportunity to business partners looking to maximize their time and purchasing power while sourcing all of their customers' technology solutions from one trusted vendor," said Ryan Donovan, EarthBend's General Manager and VP of Sales and Service.

Scalable from 5 to 140 users, the Vertical Summit can be networked to accommodate up to 200 locations. The Summit platform leverages an optimized IP/TDM hybrid architecture to give smaller organizations more flexibility to interface with any network, as well as the tools to grow their businesses with features and applications including:

Summit Communicator – Built-in mobility application extends premise-based communications capabilities to users' iOS and Android devices through a SIP-based softphone. Summit Communicator enables secure, single-number mobility so you can talk, text, chat and broadcast messages from anywhere, with access to other system features including corporate directories, call logs, paging, call recording, three-way calling and one-touch call transfers.

IP Attendant for Office – Intuitive, integrated software client for streamlining call handling and routing functions.. Simplifies call control by visually displaying all call, user and network statuses for more efficient call management. The IP Attendant also includes an embedded IP softphone for desktop voice calling.

Summit Wireless DECT System – Secure, in-building wireless communication solution to increase employee productivity, mobility, reaction time and safety. Built on the Digital Enhanced Cordless Telecommunications (DECT) standard, the Summit Wireless DECT System provides small businesses with a cost-effective, highly secure and reliable wireless telephony solution. Expand your coverage, voice traffic and number of users with up to 48 extensions.

To maximize the Vertical Summit's full capabilities and functionality, customers can take advantage of the Summit's simple licensing model to access additional features and applications. Businesses can also easily integrate the Summit's feature set with a wide array of Vertical IP, digital and analog phones, as well as third-party SIP devices, to further extend their communications capabilities and investment.

"EarthBend has an outstanding reputation for its ability to offer superior communications technology and services that enable businesses to substantially improve operations and profitability," said Rick Dell, Vertical's Chief Operating Officer. "We are very pleased that EarthBend has chosen to include Vertical's Summit platform in its distribution portfolio. This solution is specifically designed to give small businesses powerful mobility and unified communications features that have normally been available only in enterprise-scale systems. Through our collaboration with EarthBend and its partners, we can ensure that smaller customers have ready access to these advanced capabilities."

About EarthBend

EarthBend has been distributing telephony peripherals and IT solutions to a vast group of telecommunication resellers since 1993. In addition to their US and Canadian distribution footprint, EarthBend has been serving clients directly in the Midwest for 32 years. Today, EarthBend serves as an extension of their 3,000 plus customers providing highly qualified



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engineers with key certifications from some of the largest voice, data, and technology manufacturers in the industry. Their offerings are highly scalable, secure, easily managed, and optimized to meet their evolving customer needs with an extreme focus on delivering cost-effective solutions and best-in class customer satisfaction

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 - 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. Together, 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 recent 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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