

## About Communications selects Natural Convergence for Hosted Voice

Ottawa, Ontario, September 11, 2008: Natural Convergence Inc. (NCI), a leading supplier of hosted VoIP (Voice over Internet Protocol) software applications, announces that their flagship product silhouette has been selected by About Communications to deliver highly differentiated hosted voice services to small and medium sized businesses.

"Silhouette enables us to provide a highly differentiated service to smaller businesses," said Probal Lala, CEO of About Communications. "And the go-to-market support from NCI's flashpoint program will get us generating revenue -- fast." Built to replace premise based SMB voice equipment such as key systems and small PBX's, silhouette is a carrier grade, hosted software solution. Specifically designed for service providers to address the 5-50 employee small business market, silhouette's familiar features and functionality make it simple to sell, simple to deploy and simple to maintain.

Committed to the success of its customers, Natural Convergence created the flashpoint channel marketing program to help service providers to shorten sales cycles and increase revenues from the small business market. Natural Convergence has elevated vendor support by productizing a channel marketing and go-to-market support program with the end goal of helping customers sell faster.

"About Communications required a proven hosted application backed by comprehensive go-to-market support. NCI delivers on both fronts with our simple to sell and simple to deploy approach," said Patrick Smith, Chairman and Chief Executive Officer, NCI. "We're thrilled to have been selected by About Communications."

For more information on silhouette, flashpoint and winning with hosted voice in the small business space, visit:  
[www.naturalconvergence.com](http://www.naturalconvergence.com)  
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About Natural Convergence ([www.naturalconvergence.com](http://www.naturalconvergence.com))

Natural Convergence supplies hosted VoIP software that enables service providers to sell dramatically improved services to the huge, yet untapped, small business market. Its silhouette application replaces traditional premise based voice solutions like key systems and small PBX's, combining familiar functionality with powerful cost and performance advantages. Its go-to-market channel strategy is optimized to the buying habits of small businesses--from value-added resellers, through service providers and original equipment manufacturers.

Founded in April 2001, NCI has grown with Service Provider customers deploying their industry leading products to small business customers globally.

Natural Convergence is headquartered in Ottawa, Canada, with regional offices strategically located in the Americas and EMEA.

About Communications ([www.aboutEZ.com](http://www.aboutEZ.com))

About Communications is a privately held Canadian service provider of leading telecom and IT solutions designed to meet the unique service needs of small and medium-sized businesses.

Riding on an extremely reliable, high speed, dedicated digital access network, About

Communications suite of phone, internet and IT solutions give smaller businesses affordable access to the latest feature-rich communications services previously only available to larger enterprises.

About Communications makes it easy for small businesses to succeed by offering simplified voice and data solutions that improve their customer's experience, increase their employee productivity, help cut their costs, and grow with their businesses.

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