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Business-Class Phone Service Provider Aptela Launches v5.0 Platform

Herndon, Va., May 18, 2010 — Aptela, a leading provider of business-class phone service for small businesses and mobile workers nationwide, today announced the availability of its v5.0 platform. As an innovator of hosted PBX and VoIP, Aptela gives small businesses the tools required to intuitively manage and take control of their business communications.

"Aptela v5.0 answers the communication and collaboration needs of small businesses and mobile workers, who seek a robust and easy-to-use phone service that's reliable and affordable," said Douglas Strahan, President and CEO of Aptela. "With our new platform, we are empowering our customers with a solution that delivers a quality experience they can count on - one that allows them to focus on their business, not their phone system."

New features include:

- **Online Purchase and Service Activation** – Aptela's new online purchase process, combined with its quick start activation process, means customers can order service and start making and receiving calls on the very same day.
- **Support for Multi-Entity Businesses** – Multi-entity businesses can now manage multiple Auto Attendants within a single account. Ideal for running multiple businesses or brands with a shared staff.
- **Advanced Auto Attendants** – Aptela's enhanced Auto Attendant functionality delivers a customizable schedule and unlimited menus. Perfect for businesses that want to create and manage different greetings and/or options based on time of day, day of week and/or company holidays.
- **Aptela AnywhereSM Apps** – A suite of plug-ins, applications and extensions that allow customers to unify their communications by integrating calling into their existing business processes. Aptela Anywhere Apps includes an iGoogle gadget, the m.aptela.com mobile portal, the Acrobits Softphone for

the iPhone, browser plug-ins and more. Details on Aptela Anywhere Apps can be found at www.aptela.com/aptela-anywhere.

- **User Dashboard** – Improved, friendly interface that offers access to important features with one click.
- **User Line Presence** – View real-time presence for employees to see who is on/off the phone and available to take or make calls. Available from the User Dashboard, initiate calls to available colleagues with a single click.
- **Enhanced Conferencing** – Allows customers to create reusable conference bridges by assigning an extension or phone number for dedicated use. Easy for customers to set up and establish conference calls on the fly. Conferencing comes standard with Aptela’s service – customers only pay for usage.
- **Blacklisting** – Offers the ability to blacklist unwanted callers.
- **Administrator Portal**– Easily manage accounts through a new, user friendly Administrator Portal anytime/anywhere with internet access. Add/remove users and add/change services as needed.

“I could not have afforded to start my business without Aptela,” said Sam Archie, Owner of Gateway Recovery Associates. “If I had required landlines, I would have lost money. With Aptela, I can manage my business communications simply and affordably.”

Aptela v5.0 has been architected for even greater stability and scalability than its predecessor platform, which today supports more than 17,000 users across nearly 3,000 customers nationwide. Written in Erlang/OTP, and using CouchDB as its data store, the Aptela v5.0 platform demonstrates the power of cloud-computing with horizontal scaling, robust fault-tolerance and a remarkably high degree of concurrency. The platform delivers a robust set of APIs that unify communications for our customers by integrating calling into their existing business processes. All combined, Aptela has rebuilt the new platform from the ground up utilizing the technologies best suited to deliver a high quality customer experience.

Small businesses come in all shapes and sizes. The new platform has built-in flexibility to support the start-up entrepreneur, the mobile worker and small businesses with a distributed workforce. For more information about Aptela and its business-class phone service, please visit www.aptela.com/aptela5.

About Aptela

Aptela is a leading provider of business-class phone service, answering the communication and collaboration needs of small businesses and mobile workers nationwide who seek a robust and easy-to-use solution. Aptela's v5.0 platform is extensible by design and easily integrated into the workflow of today's entrepreneurs and increasingly mobile workforce. Unlike traditional telephony that is tied to a physical location, Aptela's service is delivered from the cloud and its features can be accessed—anywhere, anytime—through the Internet, traditional wire-line or mobile networks. Aptela was recently recognized as a 2009 Deloitte Technology Fast 500 company with a #78 ranking overall and a #15 ranking amongst telecommunications/network providers. Aptela is headquartered in Herndon, Virginia. For more information, visit www.aptela.com or call us at 800.994.4496. Follow us at www.twitter.com/aptela.