

Greetings,

In 2007, we marked our 10th anniversary of offering hosted business communications services to our SMB customers. Like many companies, our first years were spent establishing the business, building a pipeline, growing the company, and adding new business communications services. We have succeeded on all fronts, and can boast the following:

- 24 consecutive quarters of growth
- 18,000+ customers
- 192,000+ Exchange subscribers
- Hosted Exchange, SharePoint, and VoIP offerings

To celebrate our anniversary, we embarked on a brand upgrade—to transform our “look and feel” so it better reflects our enhanced focus on customer service, and doing whatever it takes to help our small business customers be the best they can be.

You're the Hero

Whether you're a lone IT guy or an accidental one, to run a successful small company requires time... time that could be better spent growing the business. Every day, you combat a myriad of issues—email servers crashing, phones on the fritz, salespeople unable to work remotely, a lack of team collaboration. And every day, you throw on your virtual hero cape and try to right the wrongs.

By providing on-demand, business-class communications services, Apptix enables you to focus on what's important—doing heroic things for *your* customers. Our new brand reflects this entrepreneurial spirit, the desire to go above and beyond to get the job done.

The new Apptix.com Website is transactional in nature, and enables our customers to have direct access to Apptix OnDemand, customer support, and the complete range of Apptix business communications services, so you can **EMAIL , CALL, & UNITE** with your team—and your customers .

We thank you for your ongoing support, and welcome your thoughts. Up, up, and away!

David Ehrhardt

CEO, Apptix

dave@apptix.com