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Apptix Launches New Hosted VoIP Programs and Products to Deliver Greater Choice and Flexibility for Small and Medium-sized Businesses

Innovative Leasing Program and High Definition (HD) Phones Make it Easy and Affordable for SMBs to Adopt Latest VoIP Technology

Herndon, Va., Nov. 6, 2007 – Apptix (NYSE:APP), the premier provider of on-demand business communications solutions for Small and Medium-sized Businesses (SMBs), today introduced a set of new hosted Voice over Internet Protocol (VoIP) products and programs which will simplify the adoption of premium quality VoIP telephony solutions among SMBs. The new programs are a direct response to demand from Apptix SMB customers for flexible and affordable hosted VoIP services that leverage the latest VoIP technology.

Since launching Apptix Voice in March 2007 with enhanced business-class features, Apptix has experienced increasing adoption of the company's Hosted VoIP service, both among its existing Hosted Exchange email customers and organizations new to Apptix. Through ongoing dialog with its SMB customers, Apptix has validated its initial belief that there is indeed significant market demand for hosted VoIP within the SMB market, but that small business customers require flexible contracts and programs that allow them to readily and affordably adopt business-class VoIP solutions.

"Our SMB customers are telling us they are ready to expand their business communications tools beyond Hosted Exchange services and make the move to Hosted VoIP because of the tremendous business value this service offers," said Amir Hudda, CEO of Apptix. "However, small businesses, in particular, are asking for additional flexibility and choices to help them get started. We are very excited to be able to respond to their needs with a new leasing program, a start-up promotional program and the introduction of the latest in VoIP technology - Polycom's High Definition (HD) phones. Combined with Apptix hosted email and mobile communications solutions, these new hosted voice services provide our customers with a single partner for all their business communications needs. "

Today, Apptix introduces three new additions to its Apptix Voice service:

- **Hosted VoIP Leasing Program** - Designed exclusively for SMBs, Apptix will now offer qualifying customers an affordable leasing program, which will significantly reduce up-front equipment and service costs and gives SMBs access to the latest VoIP technology.
- **HD Phone Availability and Polycom Certification** - Apptix is announcing a partnership with Polycom to offer its customers access to the latest in VoIP phones and equipment, including Polycom's HD Voice™ phones.



- Apptix Voice “Getting Started with VoIP” Program – Designed to introduce small businesses to affordable, business-class VoIP phone service, Apptix will offer two free months of Apptix Voice service to all new qualifying subscribers between November 6, 2007 and December 31, 2007.

“We have been an Apptix customer for nearly two years and based on our experience with their Hosted Exchange services, we felt confident in moving to their new Hosted VoIP service and continuing to work with Apptix as our trusted business communications provider,” said Quentin Krengel, Principal and Founder, Krengel Technology. “Our business is all about delivering quality marketing and technology services to our clients and we believe that to do that successfully, it’s all about the people and the way we communicate. Apptix Voice and Apptix Hosted Exchange enable our success by streamlining and unifying the way we communicate with our clients and partners.”

“In 2007, we estimate that there are 560,000 Hosted VoIP seats, representing \$318.9M in revenues. This market is expected to grow to 2,434,000 seats (45.5% CAGR) and \$1,144.6M in revenues (38.6% CAGR) by 2011. Although there are large-scale players dominating the VoIP space for enterprise solutions, the market opportunity in serving smaller companies is still up for grabs,” said Will Stofega, research manager for VoIP services at IDC. “Apptix has established a pattern of success delivering hosted Email and Collaboration solutions to the SMB market. With the addition of its new Hosted VoIP Leasing Program, Apptix is well-positioned to achieve further success and can now serve as a ‘one-stop shop’ for small business customers who are seeking to outsource their business communications.”

About Apptix Voice

Apptix Voice is a hosted VoIP solution for small and medium-sized businesses. It offers business-class telephony features including standard voice mail, call forwarding, call transferring, auto attendant and three-way calling functionality. To support mobile workers and telecommuting, Apptix Voice provides innovative features such as find me-follow me, remote office and corporate voice networking services with free on-network extension dialing. An integrated Outlook Toolbar provides users who prefer to work through their computers with instant access to calling features (including click-to-dial) right from Microsoft Outlook. Users can configure and add new voice services to suit their individual needs through an easy-to-use web portal.

Apptix Voice can be deployed in less than 30 days and Apptix manages the entire process, which includes an optional on-site network assessment, porting of existing phone numbers, hardware and service plan selection, and installation services. Apptix Voice plans start at \$39.99 per month for basic features including voicemail, auto attendant and call forwarding. A full-featured Call Center solution is also available; this add-on provides complete call center functionality, including call queuing, call center agent distribution and statistical reporting. Package features can be customized to meet the specific needs of each customer. For more information about Apptix Voice please visit www.apptixvoice.com



About Apptix

Apptix (OSE:APP), founded in 1997, is a premier provider of on-demand email, voice and collaboration solutions to over 167,000 subscribers across more than 16,500 organizations worldwide. Its Software as a Service offerings, including Hosted Microsoft Exchange, Hosted Microsoft SharePoint, Hosted Mobile Instant Messaging (IM), Mobile Messaging, and Archiving & Compliance, provide small and medium-sized businesses with a reliable, secure and cost effective alternative to purchasing and managing software applications in-house. IBM, Hewlett Packard, Bell Canada, Savvis and others have selected Apptix to provide on-demand services to their customers. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services.

Apptix's brands include www.ASP-One.com, www.MailStreet.com, and www.Mi8.com, which provide Exchange Hosting and essential add-on services, www.SharePointSite.com, which provides Hosted SharePoint, and www.WebMessenger.com, which provides Hosted Mobile IM. The company is headquartered in Herndon, Virginia, with additional locations across the United States, Europe and Asia. For more information, visit www.apptix.com.

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