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**Apptix Launches Innovative VoIP Leasing Program for SMBs**

*New VoIP Leasing Options Make it Easy and Affordable for Small and Medium-sized Businesses 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 announced the availability of a new leasing program for Apptix Voice, the company's hosted Voice over Internet Protocol (VoIP) solution. The announcement is part of a new set of Apptix Voice programs and products, which will simplify the adoption of premium quality VoIP telephony solutions among SMBs.

A leader in Hosted Exchange services for SMBs in North America, Apptix has seen growing demand for its recently launched Hosted VoIP service both among its Hosted Exchange customers and organizations new to Apptix. In order to provide small businesses with a premium Voice service to complement its existing market-leading hosted email and collaboration services, Apptix has partnered with Solarcom Capital, the nation's premier IT infrastructure leasing company. Through Solarcom Capital, Apptix will provide SMBs with new options for equipment procurement and set-up resulting in a low-cost entry alternative to business-class hosted VoIP services.

"Our customers are choosing Apptix Voice because it delivers business-class functionality for a lower total cost of ownership than traditional telephony options and lets our small business customers focus on their business instead of having to manage their own telephony infrastructure," said Amir Hudda, CEO of Apptix. "The initial capital outlay for equipment purchase and set-up for any telephony solution, VoIP or traditional, can be a barrier to entry for smaller businesses. Our new VoIP leasing program eliminates this barrier and demonstrates our continued focus on delivering enterprise-class business communications services at small-business prices. We are very pleased to partner with an industry leader like Solarcom Capital to bring this offering to our SMB customers."

"Our goal is to make technology acquisition easy and affordable, and to maximize the value companies receive from their investment. When a customer can get the technology and services they need without a lot of pain and effort, they can focus on the real goal - building their business," said Solarcom Capital President Bob Necessary. "This program makes it simple for SMBs to get the reliable, adaptable VoIP technology they need and it's why we are so proud to be working with a technology leader like Apptix."



#### Apptix Voice Leasing Program:

- Designed exclusively for SMBs, provides access to latest business-class VoIP technology
- Significantly reduces up-front capital costs and barriers to entry
- Delivered in partnership with Solarcom Capital
- Can include most Apptix Voice services, such as site surveys, equipment, shipping and installation
- Example of Leasing Option: For a 5 person subscription to Apptix Voice, the equipment lease would cost approximately \$76.44 per month for 24 months with a \$1.00 buyout option (not including plan cost). The same equipment and installation would cost \$1,590.00 up-front in a purchase option.

In related news, Apptix is announcing a new partnership with Polycom to deliver the latest in VoIP phones and Polycom certification. Apptix is also launching its “Getting Started with VoIP” program, designed to introduce small businesses to affordable, business-class VoIP phone service. Under this program, Apptix will offer two free months of Apptix Voice service to all new qualifying subscribers between November 6, 2007 and December 31, 2007.

#### **About Apptix Voice**

Apptix Voice is a hosted VoIP solution for small and medium-size business. 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](http://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](http://www.ASP-One.com), [www.MailStreet.com](http://www.MailStreet.com), and [www.Mi8.com](http://www.Mi8.com), which provide Exchange Hosting and essential add-on services, [www.SharePointSite.com](http://www.SharePointSite.com), which provides Hosted SharePoint, and [www.WebMessenger.com](http://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](http://www.apptix.com).

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