

Apptix Delivers New Hosted iPhone 3G Exchange Email Service via ActiveSync

Provides Push Exchange Email, Calendar, and Contact Synchronization for iPhone Business Users

Herndon, Virginia – July 11, 2008 – Apptix (OSE: APP), the industry-leading provider of hosted email, voice, and collaboration services for small and medium businesses (SMBs), today announced the availability of hosted Microsoft Exchange 2007 services for the Apple iPhone 3G via ActiveSync. This new mobile email service enables iPhone users to take full advantage of the power of Apptix hosted Microsoft Exchange email and collaboration services, elevating the iPhone to a true business communications tool—for any size company.

In support of today's Apple announcement of the availability of ActiveSync on the iPhone, Apptix is proud to announce its new hosted Exchange service. ActiveSync enables Exchange users to gain instant, mobile access to their email, calendars, and contacts via a 128-bit encrypted SSL connection. iPhone owners can now compose, send, receive, and reply to email from wherever they are and have all of their messages delivered instantly. Outlook calendars, contacts, and email are now updated completely "over the air" (OTA) via mobile data networks.

"Small businesses typically lack the expertise to run their own Exchange servers in-house," said Merle Sandler, Research Manager, SMB and Home Office Markets, IDC. "However, hosted iPhone Exchange services would enable them to gain the advantages, usually reserved for larger firms, of the new iPhone's ActiveSync support."

"Apple's inclusion of ActiveSync mobile access means that our customers can now leverage the latest in mobile devices with the power of hosted Exchange, whether they are a one-person business or a 1000-person corporation," said James Bond, Director of Engineering, Apptix. "Apptix applauds Apple for answering the call of business users who wish to use this innovative smartphone with Apptix's business-class hosted email, providing an affordable means to leverage all the benefits and functionality of enterprise-class communications technology."

iPhone ActiveSync and Apptix Hosted Exchange

Who should use it: The hosted MS Exchange and iPhone ActiveSync service is best suited for iPhone users who would like to have full use of the Microsoft Exchange messaging and collaboration solution, and who do not already have Exchange in house. Apptix's Exchange service is a fully-hosted offering that Apptix operates for businesses on a monthly subscription basis.

How it works: The new iPhone 3G, and original iPhones with the installed 2.0 software update, requires an active subscription to the Apptix hosted Exchange service plan with the ActiveSync option. This setup enables full push synchronization of email, calendar, and contacts to the iPhone from an Apptix subscriber's hosted Exchange account. For Exchange 2007 users, configuring the iPhone to work with their hosted Exchange account is as easy as entering their username, email address, and password—the

iPhone automatically discovers the Apptix Exchange server farm (2003 users will need to manually configure the iPhone).

For more information on the Apptix hosted iPhone Exchange service, please visit www.apptix.com or call the sales team at 866.428.0130.

About Apptix

Apptix (OSE: APP) is the industry-leading provider of hosted email, voice, and collaboration services for small and medium-sized businesses, serving nearly 200,000 Exchange subscribers—and approximately 19,000 organizations—worldwide. Apptix offers hosted Microsoft Exchange, hosted VoIP, hosted Microsoft SharePoint, mobile messaging, and compliance and archiving, both directly and through its MailStreet subsidiary. Apptix provides the reliability and scalability of big business communications solutions at a small business price, freeing IT staff to focus on improving and innovating within their companies. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. The company is headquartered in Herndon, Virginia, with additional locations in Florida, Illinois, Texas, and India. For more information, visit www.apptix.com.

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