



Media Contact:

Julie Buckley
703-879-1582
jbuckley@speakerboxpr.com

**Apptix Vice President of Marketing Named as Finalist in
5th Annual Stevie® Awards for Women in Business**

Maysoon Al-Hasso Chosen for Outstanding Leadership in Company-wide Branding Initiative

Herndon, VA – October 31, 2008 – Apptix (OSE: APP), the industry-leading provider of hosted Microsoft Exchange email, VoIP phone service, and SharePoint collaboration services for small and medium businesses (SMBs), announced today that the company's vice president of marketing, Maysoon Al-Hasso, has been named a finalist in the "Best Executive – Service Businesses – Up to 2,500 Employees" category in the 5th Annual Stevie Award for Women in Business. She was selected from a pool of more than 1,200 applicants nationwide in over 50 categories. It is the first time an Apptix executive has been recognized for this prestigious award.

Ms. Al-Hasso was recognized for her excellence in strategic planning and tactical leadership while executing a complete overhaul of the Apptix brand. She built and guided a team that redesigned and rebuilt the Apptix corporate brand and Website from the ground up, and simultaneously instituted a successful search engine optimization (SEO) strategy targeting SMB clients. Apptix witnessed rapid results from both of these strategic efforts, including a 150 percent increase in unique visitors to Apptix's corporate Website. Al-Hasso and her team also created and launched Apptix's "IT Hero" campaign, which helped position "IT Guys," —a key end-user target for Apptix's hosted services—as heroes to small business owners everywhere.

"It is a tremendous honor to have been named a finalist for a Stevie Award," said Al-Hasso. "This privilege would not have been possible without the support of—and partnership with—a highly-skilled and extremely creative team, who executed our corporate initiatives flawlessly. Together, we redefined the Apptix brand into a recognizable IT industry force, of which I am incredibly proud."

The Stevie Awards for Women in Business honor women executives, entrepreneurs, and the companies they run – worldwide. The Stevie Awards have been hailed as the world's premier business awards.

Nicknamed the Stevies for the Greek word "crowned," winners will be announced during a gala event at the Marriott Marquis hotel in New York on Friday, November 14. Nominated women executives and entrepreneurs from the U.S. and several other countries are expected to attend.

Ms. Al-Hasso's selection as a Stevie Award Finalist is the most recent in a succession of Apptix's corporate accolades. The company has also been recognized as a member of *CRN's* 2008 Fast Growth 100, Deloitte's 2008 Virginia Technology Fast 50, *Software Magazine's* Software 500 roster, and *Washington Business Journal's* 2008 Fastest Growing Companies.

To see Apptix's corporate branding initiative in action, please visit www.apptix.com

###

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. Apptix is recognized as one of the *CRN* 2008 Fast Growth 100, Deloitte's 2008 Virginia Technology Fast 50, 2008 Software 500, and *Washington Business Journal* 2008 Fastest Growing Companies. For more information, visit www.apptix.com.