

## **Apptix Offers Web Conferencing and Secure Instant Messaging utilizing Hosted Microsoft Office Communications Server 2007**

*Apptix also Expands Suite of Hosted Business Services with Unified Messaging Platform, Virtual Private Servers, and Online Presence Solution*

**Herndon, VA – February 10, 2009** – 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), today announced that it has launched a series of new services, providing a comprehensive product portfolio to address SMB and resellers' communications and IT needs. This move is signified by the inclusion of enterprise-class, multimedia Web conferencing and secure Instant Messaging (IM) utilizing Microsoft Office Communications Server (OCS) 2007.

Apptix also added hosted Virtual Private Servers (VPS) and an Online Presence solution that includes domain registration, Domain Name System (DNS) hosting, and Windows Website hosting to its product suite. Apptix recently announced the availability of an Online Backup service, which enables online backup and data recovery service via a partnership with EMC's Mozy.

### **Affordable and Robust Web Conferencing Capabilities**

Apptix is one of the first providers to offer integrated Microsoft Office Live Meeting Web conferencing and secure IM capability through an affordable monthly subscription, starting at just \$14.95—rather than on a per meeting basis—enabling businesses to hold as many online meetings as necessary without concern for cost. Desktop sharing as well as video and audio are integrated directly through Internet-connected PCs, eliminating the need for costly third-party video solutions and reducing conference phone charges.

An extensive set of tools—such as interactive whiteboards and surveys—encourages greater collaboration within meetings. The ability to incorporate multimedia capabilities, including movie clips and audio files, enhance the impact of meetings and presentations.

“At a time when businesses of all sizes are asking IT departments to do more with less, Apptix's new Web conferencing capability reduces expensive travel and communications costs while enhancing sales and collaboration efforts,” said Rick Rumbarger, vice president of product, Apptix. “With our growing portfolio of enterprise-class solutions, small business can turn to one trusted secure vendor—Apptix—to address expanding communications and IT needs. Apptix hosted services provides businesses the flexibility to scale IT resources while eliminating expensive deployment and maintenance costs.”

Web conferencing and secure IM capabilities are delivered utilizing the Microsoft OCS messaging platform, hosted by Apptix. The solution integrates seamlessly with the native Microsoft Windows operating system and familiar Microsoft business productivity and communications applications, including Outlook. This integration enables the sharing of presence information and the initiation of a Web conference directly from an email message, a secure IM chat window, or a phone call.

### **Expanded Hosted Services Portfolio**

Additional new Apptix products accelerate the deployment of Websites and online applications, optimizing customers' IT capabilities, reducing costs, and providing a competitive advantage in a tough economy. New products include:

- **Online Presence:** Features domain registration, DNS hosting, and Website hosting capabilities. Also includes tools and flexible templates to create a professional looking Website with little or no experience, making it faster and more affordable to launch a business online.
- **Virtual Private Servers:** Hosted VPS optimizes computing power, and enables businesses to run and manage applications on Apptix's infrastructure at the fraction of the cost of an in-house server.

Available through Apptix immediately, learn more about Web conferencing and other new product offerings at [www.apptix.com](http://www.apptix.com).

### **The Apptix Advantage**

A pioneer in the hosted services space, Apptix delivers and manages world-class communications, collaboration, and IT solutions that are reliable, relevant, easy to use and deploy, and provide high value to small and medium-sized businesses. Apptix provides daily network and applications management, including upgrades, patch uploads, and software revisions—freeing internal IT resources to focus on strategic company operations. Apptix's services are backed by 99.99% SLA-backed uptime availability and 24/7 live US based customer support.

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### **About Apptix**

Apptix (OSE: APP) is the leading provider of hosted email, voice, and collaboration services for small and medium-sized businesses, serving nearly 200,000 Exchange subscribers worldwide. A pioneer in the hosted services space, directly and through its MailStreet subsidiary, Apptix offers a variety of hosted communications and IT services including Microsoft Exchange; VoIP; Microsoft SharePoint; Web conferencing and secure Instant Message via Microsoft Office Communications Server; Online Backup by EMC's Mozy; mobile messaging (including BlackBerry and iPhone); compliance and archiving; and an Online presence solution that includes domain registration, DNS hosting, and Website hosting. Apptix provides the reliability and scalability of enterprise-class 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. Headquartered in Herndon, Virginia, Apptix is recognized as one of the *CRN* 2008 Fast Growth 100, Deloitte's 2008 Virginia Technology Fast 50 and 2008 North American Technology Fast 500, *Software Magazine's* 2008 Software500, and *Washington Business Journal* 2008 Fastest Growing Companies. For more information, visit [www.apptix.com](http://www.apptix.com).