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## News

### ***SIP PRINT™ Wins ITEXPO 2009 Most Innovative Product Award***

#### **SIP Print's Innovation and Distinction Help Propel UK Opportunities**

Los Angeles, Calif. - February 16, 2009: SIP Print™ ([www.sipprint.com](http://www.sipprint.com)) creators of the first and only truly affordable SIP-based VoIP call recording platform, today announced that the company has received the prestigious Most Innovative Product award at the Technology Marketing Corporation (TMC) INTERNET TELEPHONY Conference and EXPO East 2009 in Miami, Florida. This accolade follows another recent honor as INTERNET TELEPHONY Magazine's 2008 Product of the Year.

SIP Print is an affordable appliance that offers pure system-level SIP voice recording for SMBs and larger organizations with a need to record up to 200 seats per location. Because it supports SIP at the communications system level, SIP Print's patent-pending platform can also record advanced functions like voicemail or "follow-me" calls on mobile phones or other off-premise phone numbers, ensuring endpoint accessibility.

"SIP Print's innovative and award-winning call recording solutions support ITEXPO's commitment to service providers, enterprise buyers, developers and resellers," said Rich Tehrani, TMC President and Conference Chairman. "They know they'll find solutions from resourceful companies like SIP Print that can help their businesses."

The INTERNET TELEPHONY Conference & EXPO "Most Innovative Product" Award recognizes truly innovative products and solutions that were featured in the Exhibit Hall during the event. This designation serves to highlight the technological achievement and creative product features that set companies like SIP Print apart from the crowd. INTERNET TELEPHONY magazine's editorial staff evaluated pre-show nominations and met with vendors to inspect and review the displayed products on the first day of the Expo.

"This is a timely distinction for a call recording system to be named one of the telecommunications industry's most innovative products at a time when there is such tremendous demand for simple yet affordable call recording solutions. In the UK, for example, many financial service firms are actively seeking call recording systems in order to comply with upcoming regulatory changes from the UK's Financial Services Authority (FSA)," said Jonathan Fuld, Chief Technology Officer of SIP Print. "We expect this market opportunity in the UK and this prestigious award to come together to create significant momentum for SIP Print in the UK and throughout the European Union."

#### **About TMC**

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news

and articles for the communications and technology industries. TMCnet is read by nearly one million U.S. visitors according to Quantcast\* and by two to three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, Call Center 2.0 Conference and Communications Developer Conference. For more information about TMC, visit <http://www.tmcnet.com>

**About SIP Print**

SIP Print is redefining VoIP call recording with the industry's first and only affordable systems tailored to small and medium-sized businesses with up to 200 seats per location. SIP Print appliances offer easy installation, simple maintenance and operation, and scalability to support the expansion of high-growth SMBs. SIP Print is compatible and easily integrated with the industry's leading pure SIP-based communications systems and supports leading hybrid VoIP systems as well. The company's affordable, one-of-a-kind SIP call recording systems are SIP 2.0-compliant and CALEA-compliant, and are available through distributors, resellers and OEMs worldwide. To discover the power and simplicity of SIP Print please visit: [www.sipprint.com](http://www.sipprint.com).

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