

News Release

Contact:

Michael Long

EasyRun Inc.

MikeL@Easyrun.com

EasyRun Appoints Shlomo Shur as Chief Executive Officer for Worldwide Operations

Mr. Shur, a Pioneer and Visionary in the Telephony Industry Brings a History of Success and Innovation to EasyRun

Monroe, CT., May 27, 2008 – EasyRun Inc., a leader in the contact center communications market, today announced that the Company has appointed Shlomo Shur to the position of CEO for worldwide operations. Mr. Shure has over 25 years experience in the communications industry and is considered a pioneer in the Telephony field. He joined EasyRun as CEO of North American operations in 2005. Prior to taking that position, he was the founder and VP of software engineering at Executone Information Systems. During his tenure at Executone, the company grew from a startup to a public company with annual sales exceeding 350 million dollars.

EasyRun develops and sells advanced contact center solutions. Their current products (EPICCenter and EPICLite) are recognized within the industry as robust multimedia solutions that deliver an optimal end user experience, improved call center efficiencies and a variety of valuable real time and historical reports.

“EasyRun has over 1000 customers worldwide, and holds over 2% of the global market share within the contact center industry,” said Mr. Shur, CEO of EasyRun. “Both EPICCenter and EPICLite are OEM’d and resold by some of the leading communication vendors in the world. I am excited about this opportunity to lead the Company into the future of unified communications. We will continue to create best of breed communications solutions at a price point that will allow our customers to realize immediate ROI through increased call center efficiencies. In addition we will continue to offer our customers the highest levels of support and service to ensure they have the ability to deliver the best possible contact center experience to their clients.”

About EasyRun

EasyRun develops and sells the industry’s most advanced, user-friendly multimedia, contact center solutions. The Company’s products are feature rich, competitively priced, and deliver immediate organizational benefits in terms of TCO and ROI. EasyRun’s entire product family offers an intuitive, user-friendly interface along with robust real-time and historical reporting capabilities. The Company has over one thousand customer installations worldwide including the Dallas Cowboys, Viacom, the U.S. Coast Guard, National Pizza and Coca Cola. For more information on EasyRun communication solutions visit www.EasyRun.com.

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