

News Release

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EPICAcce Delivers the Industry's First PBX Agnostic Enterprise Grade Contact Center Solution

EasyRun Bundles Multimedia Contact Center with Open Source Telephony Infrastructure

Monroe, CT., March 26, 2009 – EasyRun Inc., a leading provider of multimedia contact center solutions, today announced EPICAcce, the first PBX agnostic Contact Center bundled with a complete Asterisk® based telephony infrastructure. EPICAcce integrates seamlessly with legacy or VoIP PBX solutions allowing customers to add a robust contact center solution into their existing telephony environments without being required to make major infrastructure changes. Prior to EPICAcce, customers were locked into proprietary, complicated and expensive contact center solutions which were necessarily compatible with their existing, telephony infrastructure. Because EPICAcce integrates seamlessly with the customer's existing voice infrastructure it allows organizations to retain and optimize legacy voice equipment, while offering a multimedia contact center solution.

“EPICAcce represents the first truly PBX agnostic contact center solution that is bundled with an open-source telephony infrastructure,” said Doron Meirom, President of EasyRun. “This unique functionality allows customers to install an Enterprise-Grade contact center without having to make major changes to their existing voice infrastructure. In today's market environment companies are looking for ways to avoid unnecessary IT expenses, while continuing to improve levels of customer contact and service. EPICAcce is priced aggressively, easy to install and integrates seamlessly into existing or future corporate communication strategies.”

Asterisk is the world's leading open source PBX telephony engine. It offers unmatched flexibility in a world previously dominated by expensive proprietary communications systems. Asterisk integrates seamlessly with both traditional standards-based telephony systems as well as advanced VoIP systems.

Asterisk is a registered trademark of Digium®, Inc. EPICAcce is a trademark of EasyRun, Ltd. All other trademarks are the property of their respective owners.

About EasyRun

EasyRun develops and sells advanced, user-friendly multimedia, contact center solutions. The Company's products are feature rich, competitively priced, and deliver immediate organizational benefits in TCO and ROI. EasyRun's product family offers an intuitive, user-friendly interface as well as robust real-time and historical reporting capabilities. EasyRun has over one thousand customer installations worldwide including the Dallas Cowboys, 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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