

News Release

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EasyRun, 3Com and IBM Deliver Integrated Contact Center Solution to Leading Manufacturer and Distributor of Electronic Musical Instruments

Roland Corporation U.S. Deploys EasyRun EPICCenter to Optimize Contact Center Services

Monroe, CT., December 15, 2008 – EasyRun Inc., a leading provider of multimedia contact center products, today announced that Roland Corporation U.S. has deployed their EPICCenter solution to help optimize their contact center services. For over 35 years Roland has set the standard in music technology for the world to follow.

In 2008 Roland decided to implement a major upgrade to their telephony infrastructure with a new system that included server and software components from IBM, switching components (including a VCX VoIP PBX) from 3Com and a multimedia contact center solution from EasyRun. EPICCenter allowed Roland to; implement intelligent multimedia skills based routing, decrease their call abandon rate and decrease the customer contact queue wait times.

"Everyone we have dealt with at EasyRun has been a total pleasure to work with," said Bob Wood, Customer Service Manager for Roland Corporation U.S. "We couldn't be more happy to recommend a company that supports its customers like they do."

EasyRun develops and sells advanced, user-friendly multimedia, contact center solutions. The company's products are installed in over 1000 customer sites worldwide and offer a range of real-time and historical reports that allow organizations to continuously tune and optimize their contact center offerings. 3Com has OEM'd EasyRun contact center products since 2002.

"We are proud that Roland has chosen our contact center solution," said Shlomo Shur, CEO of EasyRun. "We are also grateful to our partners on this project for recommending our solution and working with us as a team through the various stages of implementation. We are confident that their new telephony solution will help Roland better serve the needs of both their internal and external customers."

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With over 35 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.RolandUS.com>.

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, 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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