

Natural Convergence responds to increased demand for Hosted Services by expanding European presence

Ottawa, Ontario, January 22, 2009: Natural Convergence Inc. (NCI), a leading supplier of hosted VoIP (Voice over Internet Protocol) software applications, has expanded its operations in the European Union with the appointment of Terry Meredith as VP Sales for EMEA.

“We are excited to have Terry join the team,” said Bill Crank, President of NCI. “His experience and skills working with European service providers will be critical in addressing the growing demand for NCI products in the region. Terry is a welcome addition as we continue to grow the company.”

Mr. Meredith’s appointment comes at a time when the company is responding to increasing demand for **silhouette** in the EU and globally. In the face of economically challenging times, capital expenditures are down and there has been a declining demand from premise based solutions. Hosted services, built on Natural Convergence’s **silhouette**, allow service providers to grow APRU from the SMB while minimizing operational and capital expenses.

“**silhouette** is a clear winner in these challenging economic times,” said Terry Meredith, VP Sales for EMEA. “Natural Convergence offers Service Providers a clear path to profit with hosted VoIP in the small and medium sized business space --- the opportunities are outstanding.”

Built to replace premise based SMB voice equipment such as key systems and small PBX’s, **silhouette** is a carrier grade, hosted software solution. Specifically designed for service providers to address the 5-50 employee small business market, **silhouette**’s familiar features and functionality make it simple to sell, simple to deploy and simple to maintain.

For more information on **silhouette** and winning with hosted voice in the small business space, visit:

www.naturalconvergence.com

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About Natural Convergence (www.naturalconvergence.com)

Natural Convergence supplies hosted VoIP applications that enables service providers to sell dramatically improved services to the huge, yet untapped, small business market. Its **silhouette** application replaces traditional premise based voice solutions like key systems and small PBX’s, combining familiar functionality with powerful cost and performance advantages. Its go-to-market channel strategy is optimized to the buying habits of small businesses—from value-added

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resellers, through service providers and original equipment manufacturers.

Founded in April 2001, NCI has grown with Service Provider customers deploying their industry leading products to small business customers globally.

Natural Convergence is headquartered in Ottawa, Canada, with regional offices strategically located in the Americas and EMEA.

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