

PRESS RELEASE

24th March 2010

TOLLRING CREATES INCUBATOR DIVISION TO ASSIST INDIRECT SALES CHANNELS ("TOLLRING INCUBATE")

Tollring demonstrates its commitment to the channel by establishing a new division to win and nurture new customers on behalf of its channel partners.

Following a period of exceptional growth for Tollring through its reseller and distribution partners, Tollring has further bolstered its commitment to work through the channel with the creation of a new division, **Tollring Incubate**.

Utilising the expertise and resources of the wider Tollring business, **Tollring Incubate** will target new opportunities with or on behalf of Tollring's channel partners. By winning new business for its partners, Tollring will further grow its own business.

Tollring Managing Director Tony Martino said: "Having spoken with a number of our partners about future marketing and business development activities, it became clear that there was an appetite for something more innovative than traditional lead generation. Through **Tollring Incubate** we will be able to deliver genuinely new customers and incremental revenue to our partners. This is good for them and good for us."

Tollring Chairman Tony Cox said "On the back of a very successful year for Tollring, I am delighted that we can invest in **Tollring Incubate**. This reflects our continuing strategy of growing our business through carefully selected channel partners rather than directly with end customers."

For further information e-mail incubate@tollring.com or visit www.tollring.com/incubate.

About Tollring

Tollring uniquely delivers software and technology-enabled services to help organisations manage, understand and control their fixed and mobile communications resources. Tollring's comprehensive suite of applications includes Call Management, Call Recording and Communications Resource Management.

Tollring's products and services are available through a number of trusted resellers, distributors, manufacturers and ICT service companies. Many of these organisations have their own branded versions of Tollring's products under the "Powered by Tollring" programme.

For further information please contact:

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