

## ***PRESS RELEASE***

1<sup>st</sup> August 2009

### **TOLLRING TARGETS POLICE AND GOVERNMENT SECURITY MARKET**

#### **Tollring appoints Preempta as its exclusive distributor for the police and government security market.**

Tollring has appointed market specialist Preempta as the exclusive distributor of its portfolio of innovative and cost effective product and service solutions into the police and government security marketplace.

As part of the agreement, Tollring will be adding unique functionality to address the specialist requirements of this market – including enhanced security and support for specialised communications services such as the secure Airwave communications system.

Tollring Managing Director Tony Martino said: "Preempta has extensive knowledge of this specialist market and we are delighted to partner with them exclusively to gain market share in a new market for us. Through Preempta we are already seeing rapid progress with a number of significant prospects in the police service and their key supplier partners. This reflects our strategy of growing our business through carefully selected channel partners rather than directly with end customers."

Preempta Managing Director Tony Cox said: "Preempta is always looking for new business opportunities to address specialist markets. Police services throughout the UK are facing extraordinarily challenging budget reductions and Tollring has a fantastic portfolio of products and services that are perfect for this scenario. They enable rapid direct cost reduction, improved utilisation of resources, the potential to generate new sources of revenue and the ability to effortlessly report on ongoing progress. There is no capital investment required to achieve these results – so it is a compelling proposition for cash strapped police forces."

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#### **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.

### **About Preempta**

Preempta works with its clients to grow and improve their businesses. Preempta delivers efficiency gains, improvements to the bottom line and a reduced environmental impact from business activities. Using these principles Preempta also creates new businesses to address specialist markets.

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