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Callfinity celebrates office expansion with ribbon-cutting ceremony and open house

PITTSFORD, NY, February 17, 2009 – Callfinity Inc, the leading provider of easy-to-use contact center systems, announced today that it will be hosting an open house to reveal its newly renovated office. The renovation and expansion is a direct result of increased marketplace demand for Callfinity's products and services, including its award-winning ContextIP contact center systems suite. Maggie Brooks, Monroe County Executive, and Jeff Valentine, President & CEO of Callfinity, will jointly cut the ribbon.

The catered event is open to the general public and will run from 1:30PM through 5:00PM this Friday, February 20, 2009. The location is 1173 Pittsford-Victor Rd, Suite 110, Pittsford, NY 14534, in Powder Mill Office Park.

"We're growing, despite the economy, and as a result we needed to expand and renovate our headquarters location," said Jeff Valentine, President & CEO. "Our team is fantastic, and their hard work has helped us grow more than 84% in 2008."

As part of this expansion, Callfinity has extended its lease with RYCO Management for its Powder Mill Office Park headquarters. "RYCO Management has been hosting entrepreneurial companies in Monroe County since the 1970's, and Callfinity stands out as one of the rising stars among our tenant base," said Jim Ryan, Jr, President of RYCO Management. "We are proud to have Callfinity call Powder Mill Office Park its home."

One of the reasons Callfinity has been able to grow rapidly is because of the support of local leaders like County Executive Maggie Brooks. "Monroe County is proud to partner with local businesses such as Callfinity as they grow and expand their business operations in our region," said County Executive Maggie Brooks. "Callfinity's recent expansion highlights the positive news in our local economy and I thank them for their commitment to creating high-quality jobs for our community."

Callfinity has benefited from participation in the New York State Empire Zone program, which encourages employment growth for local businesses. "Empire Zones allowed New York State to compare favorably with other states when I moved the company to Rochester from Boston in 2004," said Valentine.

Callfinity's full suite of products includes a multimodal ACD platform for queuing and routing inbound telephone calls, chat sessions, emails, and faxes to call center agents; a modular IVR system for automated assistance and web services support; a voice and screen recording system for quality management and training; a complete CRM system designed for use in contact centers; an automated outbound dialer module with predictive, progressive, and automatic dialing capabilities; and a full featured VoIP PBX. All of Callfinity's products include web-based, real-time dashboards, reports, and full integration with existing contact centers' technology. The Callfinity modular suite is available as both an on-premise system and as a hosted service.

ABOUT CALLFINITY®

Callfinity provides the easiest to use telecommunications software, systems, and services to contact centers, service providers, and enterprises. Since 1999, over 260 customers in six countries around the world have selected Callfinity's on-premise equipment and hosted services. For more information about Callfinity, please visit Callfinity's web site, www.callfinity.com, or contact Robert Kostin at (877) 897-2962 x 8128 or +1 585 278-1940. Callfinity is a registered trademark of Callfinity, Inc.

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