



For Immediate Release

Callfinity, Inc. Receives 2009 Product of the Year Award Presented by Customer Interaction Solutions® Magazine

ContextIP Honored for Exceptional Innovation

Callfinity, Inc. has received the 2009 Product of the Year Award from Technology Marketing Corporation's (TMC®) Customer Interaction Solutions magazine. Callfinity's ContextIP was honored for Exceptional Innovation.

Pittsford, NY January 28, 2010 — Callfinity announced today that ContextIP has received a 2009 Product of the Year Award from Technology Marketing Corporation's (TMC®) Customer Interaction Solutions magazine, the leading publication covering CRM, call centers and teleservices since 1982.

"ContextIP has grown from a call center solution to a technology platform upon which modules for an entire contact center are based," said Jeff Valentine, President and CEO of Callfinity, Inc. "Our customers aren't just queuing and routing telephone calls: ContextIP handles the entire contact center including email, live chat, faxes, and voicemail. We're all proud to have been awarded Product of the Year for the second year in a row."

"I am pleased to honor Callfinity for its hard work and success. ContextIP has demonstrated excellence in contact center technologies as well as providing ROI for the companies that use them," said Rich Tehrani, CEO, TMC. "For 12 years, Customer Interaction Solutions magazine has been honoring innovative companies for their contributions in advancing technologies and application refinements," he added.

The 12th Annual Product of the Year Awards winners will be featured in the January 2010 issue of Customer Interaction Solutions magazine, www.cismag.com.

For more information about the Customer Interaction Solutions' 2009 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

About Callfinity®

Callfinity provides the easiest to use telecommunications software, systems, and services to contact centers, service providers, and enterprises. Since 1999, over 270 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. Callfinity is a registered trademark of Callfinity, Inc.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com for more information.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the top 3,500 in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO (ITEXPO); 4GWE Conference and M2M Evolution (in conjunction with Crossfire Media); Digium | Asterisk World (in conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners). For more information about TMC, visit <http://tmcnet.com/>.

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