



Telecommunications Veteran Expands Availability of M5 Voice as a Service to Philadelphia

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M5 Networks Taps Doug Cooper to Lead Regional Sales Efforts

New York – M5 Networks, the market leader in delivering phone system functionality as a service, today announced that Doug Cooper will lead M5's newly opened Philadelphia office as director of regional sales. Cooper brings more than 15 years of successful sales experience in the telecommunications and data maintenance industry to the company, and will work to establish M5 Networks as the leader in providing voice communications solutions to small and mid-sized businesses in the Philadelphia market.

This regional expansion occurs in conjunction with the launch of M5's Partners Program, which allows local IT partners and VARs to offer M5's Voice as a Service solution (VaaS). VaaS delivers phone system capabilities as an on-demand, managed service over an IP network optimized for voice. Philadelphia partners currently include Premier Companies, ShedNet, Zonics and All Covered.

"I've long admired M5 in its position as the pioneer of Voice as a Service technology, and am excited to work with Dan Hoffman and the rest of the company's leadership team to bring Voice as a Service to the Philadelphia region," said Cooper. "The demand for a voice solution that goes beyond hosted phone service and provides real business value to the midmarket is high in the area, and I'm confident we'll see the same success here as we've had in other cities."

Prior to joining M5, Cooper worked with United Asset Coverage, Inc. (UAC), a leading provider of maintenance and warranty solutions for communications equipment, where he held various sales positions. In his most recent position as regional sales director for the Mid-Atlantic and Northeast region, he was responsible for rebuilding the sales team. In addition, Cooper managed and led all new business development and channel partner efforts. Prior to that he held the role of sales director, eastern United States where he was responsible for building and leading all new business development and client retention efforts.

Before joining UAC, Cooper demonstrated sales success at DecisionOne Corporation and Worldwide Telecom as National Account Manager. Cooper earned a bachelor's degree in marketing from Saint Joseph's University in 1993.

About

M5 Networks is the market leader in "Voice as a Service," a breakthrough solution for business phone communications. Industry experts tell us that in ten years, no business will have a phone system – they will acquire phone system capabilities as

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an on-demand, managed service over the Internet – in other words, Voice as a Service. M5 pioneered Voice as a Service in 2000. Today we serve a rapidly growing base of mid-sized businesses. Our solution is distinguished by the rich capabilities and unmatched service that you would expect from an industry leader.

M5 Networks has received considerable recognition and was named to the 2006 Inc. 500 (#272) and both the 2006 Deloitte Technology Fast 500 (#54) and New York Technology Fast 50 (#5). M5 was recognized by CRN as one of the top 15 Key VoIP Players in 2007 and received Frost & Sullivan's 2004 Entrepreneurial Company Award. M5 has also been included on the Pulver 100 list for five consecutive years and Fierce VoIP's Fierce 15 list in 2005 in addition to receiving numerous other accolades. To learn more about M5, please visit <http://www.m5net.com>.

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