

FOR IMMEDIATE RELEASE Monday 10 November 2008

IPPlus expands UK coverage

IPPlus (UK) Limited is delighted to announce the expansion of its Corporate Sales team.

The Sales operation at Ipswich-based company, IPPlus (UK) Limited, has recently undertaken a major re-structure. From October 2008 the team has grown significantly, to include three new Business Development Managers. Commenting on the appointments Kevin Ellis, Sales Director says "Whilst the current trading climate is difficult, we have seen continued demand for our services, to the point where the existing team was beginning to struggle with the volume of enquiries. The appointment of the three new Business Development Managers will ensure IPPlus is well represented in the industry, given that the team are spread across the UK."

Mike Traynor has over 30 years of sales experience in selling Telephony Data and Contact centre solutions, primarily with Avaya and Alcatel. In 2003 he won the "Comms Dealer" National Award for a wireless based network solution for an education project in schools throughout Durham County. This project also was awarded acclaim by Avaya and used in promotional literature throughout the USA.

Alex Telowski joined the team in October 2008. Alex is a seasoned professional with over 20 years of experience in contact centre technology delivery, service and solution sales, specialising in primarily finance, retail and outsourcing. Previously Alex has worked for companies focussing on contact centre technologies such as NewVoiceMedia, Amcat, Brightware, Melita, Mosaix and Datapoint.

James Barham also joined the team in October 2008. Since graduating in 2005, James has specialised primarily in business development, selling telephony based marketing solutions mainly to the insurance and financial services sector. He has enjoyed considerable success in first-sale and ongoing development to businesses ranging from SMEs to large corporate, including the likes of LloydsTSB, Co-op Financial Services, Moneysupermarket.com and Endsleigh Insurance Services. Furthermore, James has gained extensive knowledge of call centres and call centre processes in his time in the industry.

The team will concentrate on selling all three brands of the company – CallScripter, Ansaback and IP3 Telecom and increasing awareness of these brands across the industry.

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Notes to Editors:

IPPlus PLC is an AIM listed business services group, whose interests include software and outsourced contact centres. The group, whose Headquarters are in Ipswich, Suffolk, trades under three main trading styles: Ansaback, CallScripter and IP3 Telecom.

Ansaback is a 24 hours a day, 7 days a week bureau telephony service providing overflow and out of hours call handling, emergency cover, dedicated phone resources, non-geographic, low call and freephone telephone facilities, as well as disaster recovery lines and other ancillary telecommunications services.

CallScripter is an enhanced Customer Interaction Software suite specifically developed for contact centres, telesales and telemarketing operations. Clients gain major benefits by introducing CallScripter's dynamic scripting environment into their organisation. The software facilitates the rapid set-up, handling and reporting of sophisticated inbound, outbound and email campaigns. With an existing client base from a wide range of industries including Outsourcers, Financial Services, Helpdesk, Telemarketing, Internet Providers, Accident Management and Charities, CallScripter is the perfect application for any customer-facing environment.

IP3 Telecom provide a range of network-based interactive call services on either a managed basis or self-serve option. Clients can route their required services through IP3's web portal, allowing them to monitor their call traffic on real-time. Alternatively IP3 can generate periodic reports via email. The web portal allows fast and efficient configuration of services and is hosted across resilient platforms with triple redundancy for location, infrastructure and service providers. Web access allows for remote management from anywhere in the world, without any proprietary software requirement.

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