

For Immediate Release

Tadiran Telecom Partners with Rhythm and Grooves to Offer On-Hold Audio Marketing Capabilities with Family of IP Communications Products

Vibecast, A Powerful, Plug-and-Play Audio Advertising Medium for Custom On-Hold Messages Now Available with Tadiran's Family of Coral IP PBXs and Small Office Emerald ICE Products

Port Washington, N.Y. – February 14, 2007 – Tadiran Telecom[®], a leading global IP business telephone and communications supplier, today announced the availability of Vibecast[™], a powerful and effective audio advertising medium for custom on-hold messages, developed by Rhythm and Grooves[™], Inc. Vibecast is a plug-and-play audio messaging and music service that allows businesses to let their existing and prospective customers hear custom-branded, professionally recorded marketing campaigns designed to inform and enhance their on-hold experience. Vibecast comes as a plug-and-play option with Tadiran's family of award-winning Coral[®] IP PBXs and Emerald ICE small office product lines, and is sold through Tadiran's business partners across the U.S.

Tadiran's Director of Marketing Pat Lennon said, "On-hold messaging is an effective advertising medium and the most economical compared to other mediums, such as print, online, TV, billboards, etc. We're teaming with Rhythm and Grooves – the best in the business for innovative audio marketing – to offer this new advertising medium to our customers. Vibecast, together with our Coral IPx family and small office Emerald ICE product, allows businesses to deliver professionally recorded, relevant and meaningful messages to prospective and existing customers, right at the moment they call."

Vibecast allows businesses to easily design custom, targeted and cost-effective audio marketing campaigns that are professionally recorded, and easy to use and manage. With Vibecast, businesses can promote products, highlight company achievements, inform customers of important information, and more. The Vibecast services are professionally voiced and recorded in Rhythm and Grooves' audio production studios, and delivered via email to the customer or through a web-based system, with no programming or software downloads required. The Vibecast service comes with creative brief guidelines, marketing consulting, copywriting assistance, professional voice talent, audio engineering and an extensive library of music licenses across all genres, such as pop, classical, rhythm and blues, and jazz.

"Partnering with Tadiran provides an excellent vehicle for us to efficiently deliver our Vibecast products to the market on a broader scale," said Rhythm and Grooves' President Brian Maguire. "Tadiran employees and its vast reseller community take a customer-oriented, solutions approach to marketing and deploying the latest communications capabilities – all while preserving existing technology investments. Because our Vibecast products help businesses leverage their technology investment to gain maximum business benefits, this relationship was a natural fit."

Tadiran's Coral IP PBX family includes a breadth of products that combine leading edge Voice over IP (VoIP) technology at the best total cost of ownership, backed by superb voice quality, easy installation and maintenance, secured communications, and a wide choice of user devices to support tele-workers, corporate and branch offices, and road warriors. Tadiran's Emerald ICE is a fully integrated phone system loaded with sophisticated features for the small office environment. With deployments in more than

100,000 locations across 41 countries, Tadiran's IP communications products can easily adapt to different companies, different networks and different countries.

About Tadiran Telecom

Tadiran Telecom® is an established innovator in telecommunications for more than 40 years. A leading, global IP business telephone and communications supplier, Tadiran serves businesses and organizations of all sizes with a comprehensive family of products, including IP PBXs, contact centers, IP telephones, and mobility and desktop applications. Tadiran distributes IP communications solutions to some of the world's largest companies and organizations across 41 countries through authorized Business Partners. For more information, visit www.TadiranAmerica.com.

About Rhythm and Grooves

Rhythm and Grooves™ is a full service audio marketing firm that provides branded audio messaging, music and identity services to businesses of all sizes. Utilizing its Vibecast™ audio appliances, creative processes and media delivery systems, Rhythm and Grooves offers customers an innovative service that both audibly captures the personality of their business and their customers' attention. Vibecast currently addresses telephone message on-hold, convenience store gas pump and in-store promotional applications. Vibecast can be purchased directly from Rhythm and Grooves or through authorized Vibecast Distributors located throughout the United States. For more information, visit www.rhythmandgrooves.com.

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