

For Immediate Release

**Tadiran Telecom Appoints Industry Veteran Zeev Rubinstein as Chief Executive Officer**

*New CEO Expected to Build on Tadiran's Current Success in IP Communications, Overseeing Tadiran's North and South American Operations*

**Port Washington, N.Y. – October 1, 2007** – Tadiran Telecom® Inc., a leading global IP business telephone and communications solutions provider, today announced the appointment of telecommunications leader Zeev Rubinstein to the position of chief executive officer, overseeing Tadiran's North and South American operations.

Rubinstein, a 20-year veteran with a track record at several highly successful domestic and international telecommunications companies, joins Tadiran Telecom as the company leverages its unique capabilities to help businesses and organizations of all sizes cost-effectively migrate to the world of IP communications.

"Zeev is a great addition to Tadiran," said Eitan Livneh, CEO of Tadiran Telecom Ltd (parent company of Tadiran Telecom, Inc.). "Tadiran is seeing customer momentum as more companies moving to IP Communications can appreciate the unique advantages of the company's technical and cost-effective approach to Internet Telephony. Zeev's extensive experience leading and branding telecommunications companies is the perfect complement to Tadiran's incredibly strong technical team."

"I am thrilled to join a company whose strategy so clearly resonates with its customers," said Zeev Rubinstein. "Tadiran, known for its world-class engineering and Israeli-based R&D, has developed a IP Communications path for its customers that allows them to move to the world of IP in stages, all while continuing to leverage existing network and legacy investments. I've known Tadiran for many years – I've admired, and at times, competed against Tadiran throughout my career, and I'm excited to join this talented team to help build on the company's current products and applications and expand its reach into new channels."

Rubinstein's CEO experience spans several successful national and global telecommunications companies. Prior to joining Tadiran, Rubinstein was President and CEO of LEADCOM Integrated Solutions, a subsidiary of Elgacom Communications Ltd., where he successfully launched the subsidiary in the U.S. Prior to LEADCOM, he was CEO of Solgod Cellular Communications in Israel, which had built and then marketed cell phones in partnership with SK Korea. He was also VP of Marketing at Bezeq-Call Communications, a subsidiary of Bezek (ptt) of Israel. In addition, Rubinstein has held senior executive positions at Eurocom Group, the leading supplier of telephones and office automation products in Israel, Aboudi Advertising, the largest billboard advertising agency in Israel, and the Israel Aircraft Industries (IAI) in Israel and the U.S. Rubinstein holds a Bachelors degree in Marketing and an MBA in Management/Marketing from New York Institute of Technology. He is also a board member of the America-Israel Friendship League.

**About Tadiran Telecom, Inc.**

Tadiran Telecom® has been an established innovator in telecommunications for more than 40 years. A leading, global IP business telephone and communications solutions provider, 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 and direct to Government customers through Tadiran Government Systems. For more information, visit [www.TadiranAmerica.com](http://www.TadiranAmerica.com).

###

**Media & Analyst Contacts:**

Terry May / Tammy Snook  
HighTech Public Relations, Inc.  
[terrymay@hightechpr.net](mailto:terrymay@hightechpr.net) / [tammysnook@hightechpr.net](mailto:tammysnook@hightechpr.net)  
321.632.1690 / 407.667.9355