

For Immediate Release

Tadiran Announces New Loyalty Incentive Program for its Growing Reseller Channel

Designed to Increase Sales and Margins for Reseller Partners Serving the Enterprise IP Communications Needs

Port Washington, N.Y. – October 26, 2007 – Tadiran Telecom[®], a leading global IP business telephone and communications solutions provider, today announced a new loyalty incentive program, Accelerate for Success, designed to encourage and reward top performing reseller partners. The program is geared towards driving Tadiran's growing base of resellers to improve profitability, enhance margins and increase their sales of Tadiran's award-winning products.

The Accelerate for Success Reseller Loyalty Program represents another significant investment in Tadiran's Channel strategy, which further continues to pass on to its resellers the highest margin levels in the Enterprise VoIP marketplace. The program provides significant dollar savings to customers as well as reward programs for the reseller's staff.

Tadiran's award-winning, high-performance IP communications solutions and telephones allow businesses and organizations of all sizes to migrate to the world of IP in stages, all while continuing to leverage existing network and legacy investments. The company's leading IP communications solutions are used in more than 100,000 locations worldwide with over 10 million ports installed. Tadiran's products have proven to be cost-effective, reliable and easy to use, making them attractive to channel partners targeting increasing customer demand in this rapidly growing market.

Tadiran Telecom's V.P. of Marketing Pat Lennon said, "Channel partners can offer customers the benefits of an easy, cost-effective move to IP communications, while taking advantage of Tadiran's high-quality channel support, training and commitment to success. By partnering with resellers through this new program, Tadiran will grow its market presence with deeper penetration into vertical sectors where reliable Enterprise-wide communications and mobility are critical, such as finance, healthcare, real estate, education, retail, manufacturing and state and local government."

The Accelerate for Success Reseller Loyalty Program is unique in that it gives resellers immediate access to essential tools, product information and incentive/reward programs. It is designed to build higher levels of customer satisfaction and reseller expertise to increase profitability. Highlights of the program include:

- Incentive programs providing incremental bonuses for reseller's staff, including certified technicians, sales persons, sales managers and owners.
- Rewards include trips (Hawaii and Alaskan cruises, Super Bowl XLIII, NCAA Final Four, Daytona 500, etc.), cash rewards and Tadiran merchandise.
- Sales and marketing support and training materials designed to maximize program members' business and promote and sell Tadiran solutions, including

- the latest sales promotions, product information, comparisons and literature, logos, whitepapers, case studies, presentations, and more.
- Two new co-marketing advertising campaigns that contribute to revenue growth including print and email campaigns, press release templates, and more.
 - Access to a dedicated, secure partner website portal with an array of marketing and sales tools and rewards points tracking capabilities.

Tadiran is currently seeking additional resellers nationwide. For more information on the Accelerate for Success Reseller Loyalty Program, visit Tadiran's Web site at www.tadiranamerica.com or call 866-595-4900.

About Tadiran Telecom

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.

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Media & Analyst Contacts:

Pat Lennon
Tadiran, VP of Marketing
516-632-7487
pat.lennon@tadiranamerica.com

Terry May
HighTech Public Relations, Inc.
terrymay@hightechpr.net
321.632.1690