

## Tadiran Telecom Turns Crisis to Opportunity; Expects to Double Market Share with New Partner Coral Australasia

***Coral Australasia, a syndicate of 10 experienced Australian telecom vendors commits exclusively to Tadiran Telecom's solutions***

Petach Tikva, Israel, Port Washington, NY– May 19, 2009 - Tadiran Telecom®, a leading global IP business telephony and communications supplier, today announced the signing of a partnership agreement with the emerging telecommunications company Coral Australasia Pty Ltd. Coral Australasia will promote, market and distribute Tadiran Telecom's extensive portfolio of business IP telephony and communications platforms in Australia and Oceania.

Due to the effects of the global economic crisis on Tadiran Telecom's distribution channels in the region, Tadiran recently approached the Australian market in search of a new strong partner. Tadiran Telecom already boasts an extensive installed customer base on the continent, including over 50 thousand workstations in the Australian defence department alone. In line with Tadiran Telecom's ongoing expansion strategy for the Australasian market and with its recently signed agreement with Coral Australasia, Tadiran Telecom expects to double its market share within 3 years.

**Zeev Aviv Tadiran's VP of Sales and Marketing** says. "Before Coral Australasia emerged, Tadiran Telecom experienced the ricochets of the economic turmoil, as we saw the fall of a long time, valued business partner who was struggling with financial difficulties. We have managed to turn the crisis into an opportunity by joining forces with dedicated Australian professionals. These Vendors, have stepped up to the plate, and united, formed a new company, well connected in the field, with an extensive installed customer base and ample experience with Tadiran Telecom's Solutions. Coral Australasia will work closely with us to service existing customers and to launch our enhanced competitive IP offerings, bringing the benefit of IP communication solutions to the Australian market."

Coral Australasia, named after Tadiran Telecom's innovative "Coral" family of solutions, combines the experience, know-how and connections of 10 recognized industry players. **Bryan Snowball, Business Manager for Coral Australasia** says "We have enormous confidence and respect for Tadiran Telecom and their products. Powerful and dynamic, these solutions are a sure bet in our expansion plans for both the traditional telecoms market and the new emerging IT System Integrator market."

**Mike Montgomery, Tadiran Telecom's Country Manager in Australia** said "Tadiran Telecom's proven suite of solutions, including the Coral IPx range of IP voice switches, will continue rapidly gaining market share as a range of exciting new Tadiran IP Softswitch products are released here over the next few months."

### **About Tadiran Telecom**

Tadiran Telecom® is an established global leader, innovator, and supplier of IP business telephony and telecommunications solutions. For over 40 years, Tadiran has been serving businesses of all sizes, including some of the world's largest companies and organizations in various market segments across 41 countries worldwide. Featuring a comprehensive family of products including IP PBXs, Softswitches, Contact Centers, IP phones, as well as Mobility and Desktop solutions, Tadiran strives to increase environmental awareness in the telecom market while utilizing "green technology" in its products. For more information, visit [www.tadiranamerica.com](http://www.tadiranamerica.com)