



PRESS INFORMATION

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VoIPSupply.com Gives Service Providers Access to Online Store

New Core Focus Program Enables VoIP Service Providers to Leverage VoIPSupply.com's 1,000+ SKU's

BUFFALO, NY (October 6th, 2005) VoIPSupply.com, the leading provider of Voice over IP telephony products, software and services, today announced the roll out of its new Core Focus™ program. The program offers VoIP service providers the ability to direct their customers to a dedicated sales executive at VoIPSupply.com to purchase service compatible customer premise equipment (CPE).

The program is based around the premise that VoIP service providers (VSP's) prefer to focus on the sale of voice service, not the management of a VoIP hardware supply chain. With market competition increasing, the program will allow service providers to continue to profit from the sale of hardware without the need to tie up capital expenditures in CPE. Service providers who meet sales goals will receive a variable rate commission.

VoIPSupply.com market leadership enables VSP's to focus solely on the marketing and sale of voice service by giving them access to:

- Over 1,000 products from 75+ manufacturers
- Dedicated sales reps who are hardware experts and understand customers' needs
- Optional provisioning services for pre-configuration and locking of CPE
- Extended warranties, tech support and return merchandise authorization (RMA)
- Leasing options available to qualified customers
- Referral rewards of up to 2.5% of the total monthly sales volume for qualifying VSP's

This program is scalable and flexible enough to meet the needs of VSP's of all sizes, and was tested as a 90-day pilot with VoIPSupply.com partner TierZero.net to ensure that any initial challenges were solved prior to its official launch.

"We were pleased with the results we achieved," said Jim Gurol, General Manager TierZero.net. "The VoIPSupply.com Core Focus program has allowed our company to increase our value proposition through the ability to offer our customers the best in service, support, and selection when making a decision on the proper CPE for their VoIP deployment."

About VoIPSupply.com

VoIPSupply.com (www.voipsupply.com), is the largest dedicated source for Voice over IP products and service. In addition to a comprehensive selection of IP phones, networking equipment and software platforms, the company offers provisioning and fulfillment, custom configuration, technical support, extended warranties and logistical services for end-to-end customer solutions.

For additional information on VoIPSupply.com, CanadianVoIPStore.com or to schedule an interview with CEO Benjamin P. Sayers, please contact Garrett Smith at **716.250.3408** or by e-mail at gsmith@voipsupply.com.

About TierZero.net

Founded in 1997, Tierzero is a regional **Internet Service Provider** specializing in **T1, T3 and Colocation** services for businesses in Southern California. More information can be found at www.tierzero.net.

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