



FOR IMMEDIATE RELEASE:

Callfinity, Inc. Receives 2008 Product of the Year Award Presented by Customer Interaction Solutions® Magazine

ContextIP™ Product Suite Honored for Outstanding Innovation

PITTSFORD, NY, March 16, 2009 – Callfinity, Inc., announced today that ContextIP™ has received a 2008 Product of the Year Award from Technology Marketing Corporation's (TMC®) Customer Interaction Solutions magazine (www.cismag.com), the leading publication covering CRM, call centers and teleservices since 1982.

"ContextIP represents Callfinity's commitment to providing modular solutions to call centers, which work better and are more economical than those from larger competitors," said Jeff Valentine, President and CEO of Callfinity, Inc. "Businesses are finding they can have features such as call routing, recording, dialing, and more, without the enormous expense of having to buy and maintain each of those features as disconnected systems. The Customer Interaction Solutions (CIS) Product of the Year Award confirms that."

"I am pleased to honor Callfinity for their hard work and accomplishments. Their commitment to quality and excellence benefit the contact center experience as well as ROI for the companies that use them," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of Customer Interaction Solutions. "For 11 years, Customer Interaction Solutions magazine has recognized the companies which demonstrate excellence in technological advancement and application refinements."

11th Annual Product of the Year Award winners were featured in the January 2009 issue of Customer Interaction Solutions magazine.

ABOUT CALLFINITY® - Callfinity provides the easiest to use telecommunications software, systems, and services to contact centers, service providers, and enterprises. Since 1999, over 260 customers in six countries around the world have selected Callfinity's on-premise equipment and hosted services. For more information about Callfinity, please visit Callfinity's web site, www.callfinity.com, or contact Robert Kostin at (877) 897-2962 x 8128 or +1 585 278-1940. Callfinity is a registered trademark of Callfinity, Inc.

ABOUT CUSTOMER INTERACTION SOLUTIONS - Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

ABOUT TMC - Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces INTERNET TELEPHONY

Conference & EXPO, Call Center 2.0 Conference and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.

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