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NewsRelease

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NetOffice Makes Voice and Data Communications Free:

Free of Hardware, Software, Installation, Maintenance,
and the Downtime Associated with System Upgrades

NEWLY LAUNCHED ONLINE SERVICE IS THE ONLY ONE TO COMBINE TOLL-FREE PHONE AND FAX, VOICEMAIL, CALL ROUTING, CALL FORWARDING, AND OUTBOUND MESSAGING WITH SECURE EMAIL AND FILE MANAGEMENT, CALENDARS, SHARED CONTACTS AND TASKS, FILE STORAGE/BACK-UP AND A RANGE OF ESSENTIAL MARKETING TOOLS THAT SIMPLIFY OPERATIONS AND REDUCE COSTS FOR SMALL BUSINESSES

CARLSBAD, CA, July 6, 2005 — Small business owners (and their employees) who are trying to cut down on caffeine can trade in a cuppa joe each day and get the benefits of NetOffice. The newly launched service provides a virtually instantaneous phone and data network – accessible from any Internet-connected computer – for less than the cost of a small cup of coffee from the neighborhood Starbucks each workday.

For the more than twenty million small businesses in the United States and, especially, those four million with fewer than 20 employees for whom the cost of network hardware and software can be prohibitive, NetOffice provides a cost-effective, on-demand alternative. Using the Internet as its backbone (protected by the same security technologies used by leading financial institutions), NetOffice eliminates the need for buying, installing, maintaining, and upgrading network hardware and software.

THE ALTERNATIVE TO THE HIGH COST OF TECHNOLOGY

Yet, just as Microsoft Exchange or Lotus Notes servers let users collaborate online, NetOffice users can share contacts, tasks, and files using any Internet-connected computer (Windows or Macintosh). The same permission and folder sharing methods that

millions of corporate users consider second nature are now available to small business users who don't have the infrastructure (or technical staff) of bigger companies.

Toll-free numbers – for voice and fax calls – are commonplace at large firms (and they attract customers more readily). Yet the cost of toll-free service – when combined with other Fortune 500-style capabilities associated with PBX or Centrex networks, such as call routing and forwarding, call blocking, outbound voice messages and faxes on demand, voicemail, and the convenience of having voicemail messages and faxes sent to a person's email inbox – has often been too high for millions of small businesses.

UNIFIED MESSAGING + COLLABORATION/GROUPWARE = NETOFFICE

NetOffice provides all those services – the telephony and the electronic data – making it possible for small businesses to work as efficiently as their larger competitors.

- Incoming calls can be forwarded to any wired or wireless phone so that no calls need to go unanswered.
- If calls do go to voicemail – either because no one can be reached or the caller chooses to leave a message – an alert can be sent to a cell phone or pager, as well as to email.
- Incoming faxes are directed to the subscriber's inbox, where it can be viewed like any attachment, making it available from anywhere – not just from the fax machine's location. And new faxes can trigger alerts that are sent to any phone number.
- Outbound voice and fax messages can provide store or office hours, directions, news about current specials, instructions, or any topic the subscriber chooses, and they're available simply by pressing a phone's Touch-tone® keys.
- Voicemail and fax attachments can be forwarded through email to anyone or uploaded to shared folders for access by those with permission to view the folder's contents.
- Contacts and tasks, as well as files, can be shared with colleagues and co-workers. Sales and support staff can share the same customer information, team members can manage assignments, and documents can be uploaded for access from any Internet-connected computer.

UNIQUE SET OF ESSENTIAL BUSINESS TOOLS

In the world of hosted services – the ones that don't require the installation of hardware and software – many companies offer telephony services, and many provide data sharing capabilities. Others serve the needs of companies and individuals who need to safely back-up and securely store multi-gigabytes of data. A separate group of vendors specializes in Marketing Automation or Customer Relationship Management (CRM). NetOffice consolidates the services of all of them into a single point of contact.

No other company provides such a broad level of functionality, and even single service companies tend to charge more for their one type of service than NetOffice does for its integrated set of tools. That's why NetOffice can be of such value for small businesses.

“We're a small business ourselves,” says company CEO Gene Roush, “and we're always looking for the best way to get things done – and done well – without paying more than we have to. So it's part of our company DNA.”

WHICH SMALL BUSINESSES IS NETOFFICE RIGHT FOR?

NetOffice subscribers fall into two main groups. The first is comprised of companies with geographically dispersed constituents, such as independent sales reps or franchisees. That group also includes membership organizations, ranging from business associations to non-profits

The second category is businesses with fewer than 20 computer users – everything from professional service firms and healthcare providers to manufacturers and school districts.

“A company might have hundreds of employees,” Roush states, “but not all of them use computers. Discrete manufacturers or construction firms have most of their people on the line or in the field, not in the office, and those companies need to preserve their capital for heavy equipment. NetOffice can help them do that. We let them avoid the cost of data and voice systems.”

THE BENEFITS OF MOBILITY

Small business chores doesn't always happen at the office. Days might be taken up with servicing customers, but nights are often devoted to catching up on bookkeeping or correspondence at home. Part of this is driven by entrepreneurs' control of the business basics, by family demands, and even by the availability of high speed Internet connections. More than 70% of television households have access to high speed cable or DSL connections to the Internet, and more than 50% of adult computer users use high speed connections at home, according to Nielsen studies.

With high speed wireless connectivity arriving at local coffee shops, hotels, municipal buildings, and other common locations, NetOffice users can work from the field just as easily as they can in the office. All they need is a connection to the Internet, and NetOffice's single point of contact puts every voice and data communications function at their fingertips.

Time that would have been lost while returning to the office can now be recaptured, letting small businesses respond to the needs of customers, suppliers, partners, and employees while they're on the go. Even without a laptop computer, subscribers can access NetOffice from public workstations at libraries, for example, and get work done remotely. As a password protected and secure Web service, the use of public networks or equipment poses no threat to subscribers' information.

ABOUT NETOFFICE

NetOffice eliminates technology barriers, simplifies workflow, and makes it easier for employees to get things done (and for small businesses to compete against big ones). The company's hosted services integrate the essential data- and phone-based technologies small businesses rely on and makes them available through a Single Point of Contact online.

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