



CLEARFLY COMMUNICATIONS, INC. AND COMMUNICATIONS TECHNOLOGIES INCORPORATED ANNOUNCE STRATEGIC PARTNERSHIP

Companies Team Up to Deliver World-Class SIP Solution

BURTON, MI – August 28, 2012 - Clearfly

Communications, the premier carrier and leading national provider of SIP trunking, announced today the formation of a strategic partnership with Communications Technologies Incorporated, a leading unified communications provider. The companies have aligned in order to provide small and medium size businesses in under-served suburban markets with "large business" like voice, data, and mobile services at a cost that is affordable and in a package that is manageable.

SIP is an IETF (Internet Engineering Task Force), internet based protocol originally designed for call set-up and control. According to the SIP RFC, the protocol defines how two or more end-points can negotiate to set up and control a communications connection that suits the capabilities of the devices and the needs of its users. In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration

application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated.

SIP trunking may deliver a myriad of benefits, yet the driving factor behind its widespread adoption is the substantial cost savings which it provides to entrepreneurs and enterprises alike. Several smaller organizations can leverage SIP trunks in order to gain access to new features and functionality, such as Caller ID, Local DIDs, etc., which were previously excessively expensive or reserved exclusively for large companies. SIP is leveling the playing field and has successfully brought enterprise-class solutions to small to mid-sized business (SMB) looking to compete with larger companies in their industry.

Many larger enterprise sized companies have taken note and are also taking a hard look at SIP trunks. With many large organizations looking for new ways to increase profitability and secure a strong foothold in their industry, SIP is coming under the microscope quite often. SIP improves efficiency

and consolidates cost across all areas of an organization's network which makes it much easier for companies to focus on mission-critical areas of the business, rather than funneling money to business communications systems. In fact, many enterprises are harnessing the power of SIP in order to edge out their competitors and secure their spot at the forefront of their industry.

"Communications Technologies Incorporated is an outstanding match," said Chris Hunter, North American Sales Director for Clearfly Communications.

"Communications Technologies Incorporated is an exemplary organization and we're proud to be working with them. They understand how important it is to provide their customers with quality service and we believe that's why they've been so successful over the past several years."

As a leading provider of Unified Communications solutions, Communications Technologies Incorporated offers an array of technology that helps their customers achieve their strategic business objectives. Now an authorized

dealer for Clearly Communications products, Communications Technologies Incorporated will drive SIP IP PBX sales in the region.

**ABOUT
COMMUNICATIONS
TECHNOLOGIES
INCORPORATED**

Communications Technologies, Inc. (CTI) is an independently, locally owned voice and data communications

company serving Michigan businesses for over 20 years. CTI is a one-source solution for ordering dial tone and high-speed Internet, providing voice and data cabling, and installation and support of business telephone systems and computer networks. The company takes a consultative approach to its customers' needs and makes recommendations based on over 100 years of combined experience and expertise. CTI actively supports the community

through its involvement with non-profit and other charitable organizations. CTI's goal is to add value, differentiate its services, and deliver strategic technologies with integrity and innovation resulting in the highest level of customer profitability, satisfaction and competition advantage. For more information about CTI please call 800-860-6910 or visit www.cti4u.com.