



PRESS RELEASE

Hawaiian Telcom Selects uReach Technologies to Deliver Innovative Messaging Services

Carrier Focuses on Win-back and Retention with High-value Offers

HOLMDEL, NJ and HONOLULU, HI - March 24, 2010 — uReach Technologies (www.ureachtech.com), a leading provider of converged communications solutions for wireless, wireline and broadband carriers, announced today that Hawaiian Telcom (www.hawaiiantel.com), the state's leading communications provider, has deployed uReach's Converged Services Framework (CSF) to deliver a wide range of multimedia messaging applications to its subscribers statewide.

"At Hawaiian Telcom we strive to reward our existing customers and further grow our business by offering the best services in the marketplace," said Craig Inouye, Senior Vice President – Sales for Hawaiian Telcom. "We're delighted to be able to work with uReach to deploy advanced voice and unified messaging solutions that our customers will benefit from every day."

The Converged Services Framework (CSF) that Hawaiian Telcom deployed this week provides value-added services such as mobile media, virtual receptionist and talking email for consumer and small business subscribers. Hawaiian Telcom is deploying the uReach's CSF in the core of its VoIP architecture, and is leveraging CSF's ability to aid in network transitions by emulating existing services while operating in next-gen networks.

"We're delighted to be selected by Hawaiian Telcom to deliver these exciting new services, while also enabling the operational savings of an all-IP messaging solution," said Mary Valentino, Senior Vice President of Global Sales at uReach Technologies.

About Hawaiian Telcom

Hawaiian Telcom is the state's leading communications provider, offering a wide spectrum of communications products and services, which include local and long distance service, high-speed Internet and wireless services.

About uReach

uReach Technologies, Inc. is the leading provider of lifestyle messaging solutions for carriers such as Verizon Wireless, Bell Canada, and Integra Telecom.. The uReach Converged Services Framework (CSF) offers a standards-based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wireline and IP properties quickly, economically and in-scale. Running exclusively on open systems, uReach's mobile media and web, visual voicemail, unified messaging and one-number solutions are currently improving the way millions of consumer and small business subscribers around the world communicate every day. uReach is a privately-

held company headquartered in Holmdel, NJ. For more information, visit www.uReachTech.com.

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