

NEWS RELEASE

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The new TS-550i
Bluetooth option available

ICON stimulates the Small Business IP-PBX market

St Albans, UK, 5 March 2010: ICON has taken the bold step for a channel distributor of stimulating demand in the small business IP-PBX market with the launch of a time limited end user promotion on its range of new TalkSwitch IP phones.

The offer, targeted directly at the end user, is aimed at stimulating sales for ICON's TalkSwitch Channel Partners. Mark Shane, ICON Sales Manager, commented,

"TalkSwitch is an easy sell for our Channel Partners. This offer makes it even easier. Customers are usually persuaded to invest in a TalkSwitch solution because they recognise the exceptional value and feature rich solution which it brings to their business. This end user offer makes TalkSwitch even more price competitive and value justified for the small business"

For a limited time ICON is discounting the price of selected TalkSwitch solutions by offering a four for three offer on the new IP handsets when purchased with a 400 series TalkSwitch IP-PBX. Mark explained

"This is effectively a 25% discount on the price of 4 phones for the end user. TalkSwitch is already a strong seller in the small business market and by making this offer we hope to expand the sales opportunities for our Channel Partners"

The handsets included in the offer are the new highly acclaimed TS-350i and TS-550i IP phones. These handsets are set to become the de-facto industry standard for IP phones as many enterprise IP-PBX vendors add them to their range. As usual TalkSwitch are leading the field by offering these enterprise quality phones on its small business solutions.

If the market responds well to this offer ICON will consider extending it into the medium/long term. Mark explained,

"TalkSwitch is big in the North American market, we want to make it big in the UK market and that means backing our TalkSwitch Channel Partners with long term marketing, sales and technical support. "

For more information

Contact : info@icon-plc.co.uk

Visit : www.icon-plc.co.uk/talkswitch/talkswitchIPhandsets.htm

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About ICON

“Independent Computer Owners Network PLC” has more than 15 years experience of supplying and supporting communications based IT applications. Today it is a leading UK distributor of Vertical IP-PBX solutions, Polycom KIRK DECT mobility solutions, TalkSwitch a small business analogue/IP- PBX, the unified messaging solution from MESSAGEmanager and uMobility the fixed mobile convergence solution for large and small business.

ICON covers England, Scotland, Wales, and N Ireland through a network of dealers. It has helped its dealers provide converged IT and communications solutions into many of the UK’s best known FTSE companies. For more information visit the icon web site www.icon-plc.co.uk.

About TalkSwitch

TalkSwitch® is the leading developer of owner-friendly™ phone systems for small and multi-location businesses. TalkSwitch has sold over 35,000 phone systems that small businesses rely on everyday. With a growing global network of resellers, distributors and partners, TalkSwitch’s fully hybrid phone systems are changing the way small businesses communicate. For more information, please visit our website at www.talkswitch.com