



Peter Engle
President

Joy Communications Assists Small to Mid-Sized Companies Facing the Challenges of the Recession with an Innovative Technology Buy Back Program

Current Technology Assurance Plan's (C-TAP) Buy Back Option is Gaining in Popularity Due to the Economic Slowdown

Stuart, FL — July 1, 2008 — Joy Communications, an industry leader in business communications, announced today that the company is assisting the region's small to mid-sized companies facing the challenges of the recession with an innovative technology buy back program that's becoming increasingly popular. Joy Communications has generated greater awareness to the company's Current Technology Assurance Plan's (C-TAP) Buy Back Option. This unique program enables Joy Communications to offer cash back to a customer for their existing communications system. By taking advantage of this valuable opportunity, companies will enjoy all of C-TAP's benefits, while reinvesting the money they receive from Joy Communications and their strategic partner GreatAmerica Leasing Corporation back into their business where they need it most to weather the current economic environment.

"Talk to almost any business owner and they will tell you that they're preparing for the worst," said Peter Engle, President of Joy Communications. "We're offering a tremendous program that will put cash back into the hands of these businesses so they can continue to grow regardless of the economy. Plus, they will reap all of the advantages that C-TAP has to offer."

Since its inception in 2005, C-TAP has become the

telecommunication industry's most innovative program. C-TAP ensures that the technology and information systems of small to mid-sized companies remain current. C-TAP encourages companies to incorporate the latest in technology through refresh that begins in 24 months without a change in their fixed monthly payment. In addition, new equipment and applications are installed without labor charges. Technology can be added as needed within a fixed cost that can be absorbed by an organization's operating budget.

When companies originally bought for a cash price opt for the Buy Back Option they automatically become a part of C-TAP. The age of the system will determine the amount of cash back they will receive from Joy Communications. When the transaction occurs, the customer makes monthly payments reversing the original outlay for system's large capital investment. In order to qualify for the Buy Back Program, Joy Communications' customers will need to meet specific criteria including credit approval from GreatAmerica.

Companies that take advantage of the C-TAP program will immediately receive an array of benefits including unlimited in-house moves and changes, unlimited remote programming, routine software upgrades, call accounting analysis, storage system and backup, priority queuing for adds, moves, changes, a guarantee of inventory on hand, preferred maintenance, and periodic replacement of handset and station cords. C-TAP also provides businesses with

professional services such as unlimited training, annual audit of connectivity charges, and annual preventative maintenance visits.

"Technology has to do two things in order for any business to embrace it," added Mr. Engle. "One is to increase profitability the other is to give a competitive advantage. This is even more prevalent during times of a recession. C-TAP essentially gives companies the freedom to manage their capital wisely now and moving into the future, while not having to worry about losing competitive advantages because they're utilizing antiquated technology."

ABOUT JOY COMMUNICATIONS

Joy Communications, with offices in Stuart, Tampa, Ft. Lauderdale and Miami, is a multi-million dollar private company servicing South Florida and the Tampa/St. Petersburg area since 1982, with over 10,000 customers. Joy Communications sells and services telecom equipment including Mitel, Samsung, ShoreTel, and Nortel, and provides voice services from the new AT&T as well as comprehensive data services. Joy's service area extends from Jacksonville to Key West and the Tampa/St. Pete area. Joy Communications specializes in providing quality service and support to its customers with locally based, certified technicians. For more information about Joy Communications, please call 1-800-432-3638 or visit www.joycomm.com.