



...to the World  
**Joy! Communications**  
Business Telephone Systems  
& Data Cabling



## **Joy Communications Announces Business Communications System Buy Back Program**

*Companies to Benefit from a New  
Program Within the Current  
Technology Assurance Plan (C-TAP)  
to Ensure Implementation of Latest  
Technology*

Stuart, FL — August 28, 2006 — Joy Communications, an industry leader in telecommunications, announced today that the company launched the business communications Buy Back Program, a new component of the Current Technology Assurance Plan (C-TAP). The Buy Back Program embedded in C-TAP gives Joy Communications the ability to offer cash back to a customer for their existing communications system. By taking advantage of this unique 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 Company, back into their business.

Since its inception in June of 2005, C-TAP has emerged as the telecommunication industry's most innovative program. C-TAP ensures that the telecom and information systems of small to mid-sized companies remain current. C-TAP encourages companies to incorporate the latest in technology by giving them the ability to refresh their phone equipment after 24 months without a change in payment. Technology can be added as needed within a fixed cost that can be absorbed by an organization's operating budget. Essentially, C-TAP allows continuing implementation of new technology within a set guideline.

Joy Communications' customers on the C-TAP program will receive numerous benefits. These benefits include changes, unlimited remote programming, routine software upgrades

and patches, call accounting analysis, storage system and backup, remote database backup, records and training updates for the equipment administrator, and an annual audit of connectivity charges. C-TAP also provides businesses with special customer service provisions including: priority queuing for adds, moves, changes, dispatch of service calls, a guarantee of inventory on hand, preferred maintenance, periodic replacement of handset and station cords, and annual preventative maintenance visits.

When companies opt for the Buy Back Program they automatically become a part of C-TAP. The age of the system will determine the amount of cash back they will receive. For example, if a system is 12 months old Joy Communications will pay the customer 80% of the original cost. When the transaction occurs, the customer makes monthly lease payments reversing the original outlay for system's large capital investment. Thus, the customer always keeps their technology current moving into the future and now they show a fixed cost in their operating budget from lease payments. In order to qualify for the Buy Back Program, Joy Communications' customers will need to meet specific criteria including credit approval from GreatAmerica.

"Our goal with C-TAP and the Buy Back Program is to have a proactive versus reactive relationship with our customers," said Peter Engle, President of Joy Communications. "The addition of the Buy Back Program provides us with the tools to help achieve our mutual goals. These goals include providing our customers with the highest level of customer service in the industry and at the same time offering the latest in business communications technology at a fixed cost. Furthermore, C-TAP

supports our mission of helping our customers increase their profitability, while achieving a dominant position in their marketplace."

### **ABOUT JOY COMMUNICATIONS**

Joy Communications, founded in 1982, with offices in Stuart, Tampa, Ft. Lauderdale, and Miami, is a multi-million dollar private company with over 10,000 customers throughout Florida. Joy Communications sells and services telecom equipment including Mitel, Samsung, and Nortel, and provides data equipment and services. Joy's service area extends from Melbourne 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 on Joy Communications, please call 1-800-432-3638 or visit [www.joycomm.com](http://www.joycomm.com)

### **ABOUT GREATAMERICA LEASING CORPORATION**

Founded in 1990 and headquartered in Cedar Rapids, Iowa, GreatAmerica continues to grow and adapt in an ever changing market. As an independent institution with over \$600 million in assets, it has the flexibility to provide customized financial solutions and selected business services for its customers who are distributors in the office equipment, telecommunications, healthcare, and retail markets. With superior industry knowledge and experience, they develop solutions that help their customers be more successful. Visit GreatAmerica at [www.greatamerica.com](http://www.greatamerica.com).