



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



Peter Engle
President
Joy Communications

Joy Communications Launches Cellular Gateway Solutions To Benefit Local Businesses

Partnership With ITS Telecom To Reduce Cellular Phone Costs By 50%

Stuart, FL – December 15, 2006 - Joy Communications, a leader in business communications, announced today that it has launched Cellular Gateway solutions to benefit local businesses. The company recently formed a strategic partnership with ITS Telecom US to deliver an innovative technology that has the ability to reduce an organization's cellular phone costs by 30% or more annually.

ITS Telecom's Cellular Gateway solutions integrate mobile phones to the company's traditional (PBX) phone system in a highly economical manner. When the mobile user places a call to the Cellular Gateway they are connected to a PBX dial tone. The mobile user has several options such as dialing an internal extension or making a long distance or toll free call. For outbound calls from the office to the mobile user, the cellular gateway converts that desk phone into a cell phone. All of this activity is viewed by the cell network as mobile to mobile activity with zero paid minutes used. If an outside call is made, the Cellular Gateway bridges the mobile phone to the PBX, then it routes the call to the specific party, and the company is charged normal landline rates. As a result, the Cellular Gateway reduces both long distance charges and paid minutes used by company cell phones. Companies now have the option of immediately reducing the paid minutes in their cell plans. Currently, ITS Telecom's Cellular Gateway supports the GSM network (Cingular and T-Mobile) with the CDMA (Verizon and Sprint) version due out second quarter of 2007.

"The Cellular Gateway has the potential of reducing corporate cell

phone bills by a minimum of 30%," said Fred Palacios, director of sales for ITS Telecom U.S. "The gateway is actually very simple. Basically, all calls between the office and mobile users are routed through the gateway and recognized as mobile-to-mobile activity by the carrier with no paid minutes used. Joy Communications' customers that implement any of our Cellular Gateway products will reap immediate benefits by dramatically improving their bottom line. We're excited about this new relationship with one of the leading business communications providers in the industry."

"We're constantly reviewing, analyzing, and testing new technology to help our customers achieve their business goals," stated Peter Engle, President of Joy Communications. "Identifying that one technology that can significantly impact an organization is exciting. During this process, we have two objectives in mind – to find technology that increases profitability and give the companies we serve a competitive advantage. We believe that ITS Telecom's Cellular Gateway is a valuable investment for many of our customers."

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.

ABOUT ITS TELECOM

ITS Telecom US is a leading manufacturer of innovative telecom add-on products. ITS Telecom US serves customers across North America, from governmental to private institutions through a solid network of distributors and OEM Partners. Our wide array of digital, DSP-based products include Voice Mail Systems, Auto Attendants, Voice Announcers, Music on Hold Units and Door Phone/Access Control Units.

Specializing in proven telecom add-on product technology, ITS Telecom provides cost-effective solutions, which evolve with the ever-changing needs of your business and optimize your systems applications. Our solutions are all easy to integrate and manage, simple to use and highly reliable. In addition, price points and feature sets are designed to accommodate the needs of small to medium sized businesses.

ITS Telecom US is committed to continually upgrading customer service and guarantees customer satisfaction every time by providing optimal solutions for businesses, reducing costs and utilizing smart technology. All ITS Telecom US products have been designed with a high performance - low cost ratio, which perfectly suits the needs of different markets and continuously provides unsurpassed customer service and technical support.

For more information on ITS Telecom US, please visit www.its-tel-us.com.