



For Immediate Release

Esnatech Announces European Expansion

Leading Unified Communications Vendor Grows Europe Operations,
Appoints President of EMEA

Richmond Hill, ON, Canada, January 26, 2012—Esna Technologies (Esnatech), a leader in cloud-enabled unified communications, announced today the expansion of its operations in Europe, the Middle East and Africa (EMEA). Esnatech has appointed Mehdi Nezarati as Executive Vice President and President of EMEA to lead the company's European operations. A founding partner, Nezarati is a seasoned enterprise software industry veteran that has been with the company since 1992. Nezarati will oversee Esnatech's sales and services to meet the growing demand for its UC solutions.

Meeting the Demand for Cloud-Enabled UC

A recent study conducted by IDC found the European, Middle East and African market for unified communications is expected to grow exponentially over the next three years. Analysts predict the market will be worth \$16.6 billion by 2015, up from \$5.7 billion in 2010. Esnatech's award winning UC platform, Office-LinX, provides the industry's only true interoperable UC solution that works with any voice, mobile and PBX system and seamlessly connects with cloud-based applications such as Google Apps, VMware Zimbra®, Salesforce.com and Microsoft® Office365 (BPOS).

Davide Petramala, executive vice president sales and business development for Esnatech states, "As more companies move their mission critical communication systems to the Cloud, the need for solutions that seamlessly integrate legacy phone systems with on-premise and cloud-based business applications such as Google Apps and Salesforce.com has never been greater. Our further investment in EMEA demonstrates our commitment to servicing and supporting our European customers and partners."

Nezarati: Seasoned Industry Veteran

Over the past two decades, Nezarati has led numerous divisions at Esnatech and has unparalleled expertise in product management, customer service, product support, and operational excellence within the organization. Operating across Europe, the Middle East and Africa, Nezarati will build Esnatech's sales and service infrastructure in these regions as well as oversee strategic third-party relationships with Google, Cisco, Avaya and Aastra and channel partners such as Revevol, OfficeUnify, FVC, MobileU and others.

"I am excited to be joining the efforts of our EMEA team," says Nezarati. "The growth that we have witnessed in this market has been absolutely incredible, and we recognize the need for continued expansion. I am very much looking forward to helping Esnatech establish an even stronger foothold in



EMEA.”

About Esnatech

Esnatech is a global leader in cloud-enabled unified communication solutions. The award-winning Office-LinX™ platform provides today’s hybrid enterprise with mobility, presence and messaging applications that significantly improve workforce productivity. Office-LinX is interoperable with any voice, mobile and PBX system and seamlessly connects with cloud-based applications such as Google Apps, VMware Zimbra, Salesforce.com and Microsoft Office 365. Through a global network of OEM and reseller partners, the Office-LinX solution have been deployed to millions of users and is available in more than 28 countries worldwide. For more information, visit www.esnatech.com

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