



BroadSoft Selects Calysto Communications as Agency of Record

Full Range of Public Relations Services to Enhance Company's Leadership Position in VoIP Application Software Market

ATLANTA, November 15, 2004 – Calysto Communications, a public relations firm focused exclusively on the telecommunications and VoIP industries, today announced that BroadSoft, the premier provider of VoIP application software, has selected the company as its PR agency of record. Atlanta-based Calysto will provide a full range of PR services to drive BroadSoft's position as the leading provider of VoIP application software.

"After an extensive agency search, we have found that domain expertise prevails over size or location," said Scott Wharton, vice president of marketing for BroadSoft. "Calysto represents an agency that not only reaches key trade and business media well, but does so while demonstrating an in-depth knowledge of our market. We have been thrilled with both their strategic counsel and tactical execution and look forward to our work together."

Headquartered in Gaithersburg, Maryland, BroadSoft is the leading supplier of VoIP application software to service providers and channels in the enterprise and residential markets. BroadSoft's flagship product, BroadWorks, provides a comprehensive range of applications fully integrated into a single platform. The company has the largest customer base in its space worldwide, including BellSouth, Covad, MCI, PCCW, SingTel and Telstra. Additional information can be found at www.broadsoft.com.

"Calysto is honored to be adding to our client family a company like BroadSoft, whose thought leadership and innovation have accelerated its brand's position around the world," said Laura Borgstede, CEO of Calysto. "We expect to leverage our focused expertise and relationships in this industry to the continuing benefit of BroadSoft, its investors, partners and customers."

About Calysto

Atlanta-based Calysto Communications is a public relations firm focused on a single market niche – telecommunications. The agency helps wireless, telecom, VoIP, cable and other communications companies effectively create and deliver their own unique messages to their key audiences. Calysto works with start-ups as well as public companies, helping them deploy new technologies, gain leadership positions and influence editorial opinion to positively affect their bottom line. For more information about Calysto Communications, a minority-owned business and registered member of the Small Business Association (SBA), please call +1.404.266.2060 or visit the company's web site at www.calysto.com

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