



TeleGea, Inc. Selects Calysto Communications as Agency of Record

ATLANTA, November 15, 2004 – TeleGea, Inc., the leading provider of service delivery solutions for the hosted VoIP industry, announced that it has retained the services of Calysto Communications, a public relations firm focused exclusively on the telecommunications and VoIP industries.

Calysto Communications will provide a breadth of public relations services including messaging, executive visibility, trade show support, strategic counsel and media relations to bring TeleGea's messages to the forefront of service providers and cable operators' attention. Calysto will utilize its deep experience in the VoIP industry to expand TeleGea's position in the market as the leading provider of service delivery solutions for hosted VoIP services.

"We were looking for a PR agency that knew our space," said Kevin Farrell, vice president of product management and marketing of TeleGea. "In Calysto, TeleGea retains an agency that not only reaches key trade and business media, but does so while demonstrating an in-depth knowledge of the VoIP industry. Their level of expertise is unmatched."

"TeleGea is making great strides in the hosted VoIP market by signing customers at an incredible rate," said Laura Borgstede, CEO of Calysto Communications. "Calysto prides itself in working with the movers and shakers of the telecom industry, and TeleGea is no exception."

About TeleGea

TeleGea, Inc., is the leading provider of software solutions for rapid service delivery. The Company's VoIP Delivery Management Solution provides powerful capabilities to rapidly create and deploy complex VoIP services and assure their delivery with unprecedented visibility. Service providers realize the benefits of substantially reduced time and costs associated with introducing, delivering and maintaining IP voice services, and corresponding efficiencies from the simplification of their operations environments. TeleGea is headquartered in Waltham, MA. For more information, please visit www.telegea.com.

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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