

CONTENT CATAPULT: PRESS/NEWS RELEASE

NAME OF BUSINESS: *Iperia*

ARCHETYPE: *Caregiver*

FOR IMMEDIATE RELEASE

CONTACT:

Chris Poer
VP Sales and Marketing, North America
Direct: 336 656-0888
Fax: 978 437-3536
Email: cpoer@iperia.com

Iperia Awarded with "IBM Advanced Partner" Designation

NORTH BILLERICA, MA – Iperia, Inc., a leading provider of service creation platforms to the service provider industry and enterprise markets, today announced that IBM has granted Iperia with the designation of "Advanced Partner," in recognition of the work Iperia has done using IBM hardware and software solutions for its IperiaVX platform.

"It was a great team effort to pull everything together to fulfill IBM's extensive advanced level requirements," said Josh Veshia, Iperia's VP of Enterprise Solutions. "Only about 10% of IBM's partners ever achieve Advanced status, and we're honored to be included at that level."

The move from the standard to the Advanced level within IBM's PartnerWorld program entitles Iperia to an additional set of marketing, sales, technical, and collaborative benefits. Those include IBM ValueNet joint promotional solutions, access to IBM data prospect lists, complimentary case studies featuring Iperia success stories with IBM middleware and hardware, and onsite/remote access to IBM Innovation Centers.

"I'm grateful to IBM for all the support they've provided to Iperia over the years," said David Jodoin, Iperia's CEO. "Being certified on their SIP server and application server has been an important part of our success, and we'll grow even stronger as a newly christened Advanced player in their partner system."

With specific support in the telecommunications industry from IBM PartnerWorld Industry Networks, Iperia aims to share the benefits of its new working relationship with its clients, and looks forward to developing those opportunities in 2008 and beyond.

About Iperia

Iperia, privately held and funded by Swiss venture firm Friedli Corporate Finance, is the emerging leader in service creation platform technology, serving both service providers (wireline, wireless, and broadband) and enterprise companies worldwide. Iperia's flagship platform, IperiaVX, allows the integration of new and existing applications into a voice-enabled framework, using an open architecture that provides interoperability with shared resources and systems. This combination brings new efficiency and ease of use to personal and business communications. For more information, visit www.iperia.com

###