

## Press Release

London 28<sup>th</sup> September 2009

VanillaIP, a leading UK provider of cloud based applications and telephony, today announced that it has purchased the assets and customers of MX Digital Ltd. The acquisition includes their fully deployed unified, multimedia IP contact centre platform – powered by CosmoCom's CosmoCall Universe (CCU) – along with MX Digital's existing customer base.

Dave Dadds, Managing Director at VanillaIP, said the acquisition of the CosmoCom platform is a great strategic fit with their existing hosted services, including Hosted PBX and SIP Trunking from BroadSoft and Microsoft Exchange email services. Dadds adds "This acquisition underlines our commitment to building the market leading Unified Communications solution for our Reseller Partners. We will be integrating the CosmoCom solution into our Uboss Provisioning and Billing system allowing Resellers to take inbound and outbound call centre services including predictive dialler "on demand" for their clients.

Mike Adolphy, Regional Director for UK and Ireland at CosmoCom, said "VanillaIP is a well established and proven Service Provider. They have understood and seized the hosted opportunity in the UK and we are delighted to have VanillaIP as a new partner. We look forward to a successful business partnership".

### About VanillaIP

VanillaIP is a provider of business grade, real-time, integrated communication solutions. Our solutions include Hosted PBX, SIP Trunking, Hosted Exchange, call centre, call recording, WAN access and fixed mobile convergence allowing Resellers to deliver truly end-to-end managed solutions. Being cloud based, we are fast, feature-rich, secure, highly available, and accessible anywhere.

VanillaIP is a trading name of DRD Communications Ltd

For more information visit [www.vanillaip.com](http://www.vanillaip.com)

### About CosmoCom

CosmoCom™, the global leader in [Contact Centre Consolidation 2.0](#), excels in providing IP contact centre platforms. CosmoCom's CosmoCall Universe (CCU) is a unified, multimedia contact centre platform that empowers enterprise-wide consolidation of all contact centre locations and applications into one virtual platform. CosmoCom are pioneers within IP contact centre technology and optimises communication between organisations and their customers, and enhancing the customer experience while reducing costs for companies on every continent. CosmoCom is the most-selected [provider of hosted contact centre platforms](#) to top-tier telcos worldwide.

For more information, please visit [www.cosmocom.com](http://www.cosmocom.com)