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**UREACH SELECTED BY CANADA'S LARGEST COMMUNICATIONS  
PROVIDER FOR SINGLE NUMBER REACH SERVICES**

**HOLMDEL, NJ – March 16, 2007** – uReach Technologies ([www.ureachtech.com](http://www.ureachtech.com)), a leading provider of converged communication solutions for wireless, wireline, and broadband carriers, today announced that Bell Canada has extended its relationship with the Company for Single Number Reach (SNR) service.

SNR is an easy-to-use service that puts customers in control of communications by enabling them to organize and direct calls between multiple devices through a single, “virtual” telephone number. By providing integrated messaging and real-time call processing, customers can direct calls during a particular time of day to a specific wireline or wireless handset, or to voicemail if they are unable to answer a call. An IP network-based service, SNR also provides enhanced call notification via instant messaging (IM), short message service (SMS), or pager; and PC integration for redirection of incoming calls through a “pop-up” window on a computer monitor, and voicemail messages can be accessed and forwarded via an easy-to-use Web interface.

As part of its Converged Services Framework (CSF), uReach Technologies offers a suite of messaging and calling products that harness the power of converging networks to deliver a new level of freedom and control to fixed-line, mobile and broadband users. Leveraging the power of the CSF, uReach’s Single Number Service solution offers fixed-line, mobile and broadband service providers a highly differentiated calling offer that can attract new users while providing a compelling up/cross sell to existing users. The solution also offers advanced features like web

access, a speech-enabled interface for hands-free telephone access and seamless integration with our converged messaging products.

“Our work with Bell Canada is a clear demonstration of both the strength of our technology and the flexibility of our business models,” said Krishnamurthy Kambhampati, CEO and co-founder of uReach Technologies. “Being able to offer next generation technologies to our customers is critical to our success, but so is the ability to offer that technology in a flexible business model that allows them to implement, scale and grow their new service offerings to meet business requirements and subscriber demand. Whether hosted or licensed, our solutions are designed to align with the business needs of today's fastest growing service providers and get them to market quickly, with the minimum amount of risk.”

Leveraging a standard-based software architecture running on open systems, uReach’s Converged Services Framework (CSF) was designed from the ground up to meet service providers' stringent requirements for reliability and availability, while remaining cost-effective to deploy and operate. uReach further differentiates itself by offering both a turn-key managed service and fully-licensed solution for service providers.

### **About uReach Technologies**

uReach Technologies, Inc is the leading provider of converged communication solutions for the service provider market. The uReach Converged Services Framework (CSF) offers a standard-based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wireline and IP properties quickly, economically and in scale. Running exclusively on open systems, uReach Enhanced Voice Messaging, Audio-SMS, Multimedia Messaging, Single Number Service are currently deployed with over 40 service providers in 38 countries improving the way millions of subscribers communicate everyday.

uReach is a privately held company headquartered in Holmdel NJ with offices in Wilmington, MA. For more information, visit [www.uReachtech.com](http://www.uReachtech.com).

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