

TADIRAN PENETRATES ONE OF THE WORLD'S BIGGEST TELECOM MARKETS

Petach Tikva, Israel, May 8, 2007. Tadiran Telecom, a leading global IP business telephone and communications supplier, ranked by the research and advisory firm Gartner as one of the world's ten leading telecom companies, is expanding its business into the UK through its Tadiran UK office., jointly established with Diacom, its veteran business partner in Ireland. It is noted that the UK is one of the world's largest key markets in telecom.

Tadiran Telecom has over 100,000 customers worldwide and recently signed a series of substantial agreements worth several million dollars, including the supply of communications systems for subways with a view to the upcoming Beijing Olympics, the supply of unique communications systems able to withstand extreme conditions to the world's tenth-largest copper mining company in the CIS, and the supply of systems to a US Administration entity.

The British operation will be headed by Rob Warner, until recently a senior figure in ATL.

Zeev Aviv, VP Sales & Marketing at Tadiran Telecom, says that "Tadiran's entrance to one of the key international markets in the telecom world is in line with the company's strategy to have a presence in all leading countries.

Aviv adds, "The shift of the British business telephony world to IP, along with the need to incorporate contact centers, has created new opportunities for Tadiran Telecom. Entering IP requires highly advanced technological capabilities and unique experience, and Tadiran has many years' experience and a wealth of distinct advantages that have been successfully implemented in Europe, Asia and the US".

Warner: "Tadiran has significant benefits for the British telecom market, and I am therefore happy to be leading the company's operation in the UK."

Warner anticipates sales of £5-£7 million (approximately \$10-\$14 million) in the next three years. To date, Tadiran UK has signed with several key distributors in the UK and is expected to sign with 30 to 50 distributors by the end of the year, which will enable the realization of Tadiran's marketing goals in the UK.

About Tadiran Telecom

Tadiran Telecom® is an established innovator in telecommunications for more than 40 years. A leading global IP business telephone and communications supplier, Tadiran serves businesses and organizations of all sizes with a comprehensive family of products, including IP PBXs, contact centers, IP telephones, and mobility and desktop applications. Tadiran distributes IP communications solutions to some of the world's largest companies and organizations across 41 countries through authorized business partners. For more information, visit www.tadirantele.com