



## **Tadiran Telecom Expands its Presence in Africa**

- ***In line with Tadiran Telecom's ongoing expansion strategy, it recently signed a distribution agreement with Teledata Technologies in order to significantly expand their African market share.***
- ***The company also announced the appointment of Zeev Aviv as acting President and CEO***

Petach Tikva, Israel, Port Washington, NY – July 22, 2009 – Tadiran Telecom® a leading global IP business telephony and communications supplier has signed a distribution agreement with Teledata Technologies Ltd. This collaboration leverages the extensive expertise of both players in order to target the vast opportunities of the African telecom market.

The company also announced the appointment of Zeev Aviv as acting President and CEO. Until recently, Aviv served as VP Sales and Marketing. He will be replacing Eitan Livneh, who served as President and CEO since early 2007.

Opportunities abound in Kenya and by extension the wider East and Central Africa region. It is a fertile market that has great opportunities for telecom growth. Numerous tenders are currently advertised for corporate telephony solutions that specify IP-PBX platforms. The demand for VoIP telephony services has drastically increased due to improved cost-benefit awareness. Many corporate organizations are decentralizing regionally (with Nairobi as the region's hub) and are looking for converged solutions with maximum ROI. In many organizations, the older-generation, traditional PABXs are now being phased out due to the emerging technological trends and the related cost benefits. Requirements are expected to increase drastically with the advent of the TEAMS undersea fiber optic cable project (linking the East Africa region) and due to the increase of Internet bandwidth IP converged solutions.

Tadiran Telecom® is an established global leader, innovator and supplier of IP business telephony and telecommunications solutions. The company offers a wide variety of proven solutions and products with the flexibility to fill both complex and specific needs. Tadiran Telecom's solutions have been previously marketed in the region via telecom integrators and have been implemented in commercial banks, healthcare, government and military institutions across Africa.

Teledata Technologies is one of the leading distributors in Africa's evolving markets, such as in Rwanda and Kenya. It is experienced in managing and implementing large African projects, such as the modernization of government telephony systems (200+) in

Kenya. Its team has regional exposure, after having carried out projects across the continent. Teledata Technologies will leverage their existing customer base to launch Tadiran's products and to gain initial market penetration. Teledata Technologies is eager to facilitate the marketing of the competitively priced, reputable and proven Tadiran product brand. Teledata's customer base is already receptive to conversion to the Coral IPx IP PBX systems, as they phase out the existing generation of traditional PABXs range of systems.

This collaboration agreement follows years of Teledata Technologies' widespread activities in Africa's vertical markets in a variety of fields, such as banking, healthcare institutions, government and military.

Both parties will be leveraging their vast experience, success and extensive product lines to focus on the fertile opportunities existing and arising in Africa.

"Our knowledge of the Kenyan evolving market, enable us to determine Tadiran Telecom's solution as the most suitable fit, facilitating a seamless move to VOIP with no loss of investment in legacy systems and combining the best aspects of both quality and financial feasibility", says Mr. Duke Onkundi, of Teledata.

"Africa is one of the most valuable emerging markets. We are excited to expand our activities in this market with the signing of a formal distribution agreement with Teledata. This is an indication of the strength of Tadiran's belief in Teledata and in the potential of this collaboration for leveraging Tadiran's business activities in the area", says Zeev Aviv, Acting President and CEO of Tadiran Telecom.

#### **About Tadiran Telecom**

Tadiran Telecom® is an established global leader, innovator, and supplier of IP business telephony and telecommunications solutions. For over 40 years, Tadiran has been serving businesses of all sizes, including some of the world's largest companies and organizations in various market segments across 41 countries worldwide. Featuring a comprehensive family of products including IP PBXs, Softswitches, Contact Centers, IP phones, as well as Mobility and Desktop solutions, Tadiran strives to increase environmental awareness in the telecom market while utilizing "green technology" in its products. For more information, visit [www.tadirantele.com](http://www.tadirantele.com).