

August 5<sup>th</sup>, 2010

## **CORPORATE ANNOUNCEMENT**

Tadiran Telecom today announced that its Board of Directors has approved the appointment of Mr. Eldad Barak as President & CEO of the Tadiran Telecom group effective immediately. Mr. Barak joined Tadiran Telecom's Board of Directors in December 2009 and was appointed Acting CEO in May 2010. Before joining Tadiran Telecom, Mr. Barak was CEO of Africa Israel Investment House.

Mr. Barak brings with him vast experience both in Executive Management and Corporate Consulting, which will be a great asset to Tadiran Telecom. Since joining the company, Mr. Barak has made it his priority to become proficient in Tadiran's technology and to get acquainted with the Company's Business Partners, Employees, and Management team.

"Tadiran Telecom is a company with an impressive history and a promising future. I am very excited to lead this great team of people and I am sure, that together with our Partners worldwide, we will not only meet our business goals, but exceed them. The new ownership and management team is committed to providing better solutions to our customers through rapid development of our next generation product – the Sea Softswitch, ongoing support of our legacy Coral, and the upcoming launch of the GRP\* system for the low-end market."

Eldad Barak  
President & CEO  
Tadiran Telecom



\*Commercial name pending

## 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.

Last month a group of investors led by Mr. Moshe Cohen, together with Tadiran Telecom employees, completed the acquisition of Tadiran Telecom from Africa Israel Investments Ltd. Mr. Cohen is an entrepreneur with extensive experience in real-time information systems development, and in the establishment of international distribution channels. The group also has knowledge of the financial markets and fund raising.

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