

Vertical Receives 2010 *Communications Solutions* Product of the Year Award

Wave 2.0 Software Release Recognized for Outstanding Innovation and Proven Customer ROI

Santa Clara, California, August 10, 2011 – Vertical Communications, a leading provider of next-generation IP-based phone systems and voice applications announced today that Technology Marketing Corporation (TMC) has named the Wave 2.0 software release, for its Wave IP® 500 and Wave IP 2500 converged business communications systems, as a recipient of its 2010 Communications Solutions Product of the Year Award. Wave IP's unique *Application-Ready* architecture means Vertical's Unified Communications capabilities and suite of integrated business applications are available 'on-the-box' so they can be easily deployed and managed without expensive add-on software.

"Vertical Communications was chosen to receive a 2010 Product of the Year Award for creating exceptional advancements in voice communications, with it's application-ready architecture which allows customers to rapidly deploy feature-rich integrated business applications dynamically," said Rich Tehrani, CEO, TMC. Adding, "Wave IP has proven ROI benefits for customers and has a strong adoption curve in retail and healthcare market segments."

The Communications Solutions Product of the Year Award recognizes the vision, leadership, and thoroughness that are characteristics of the prestigious award. The most innovative products and services brought to the market from March 2010 through March 2011 were chosen as winners of the Communications Solutions Product of the Year Award.

Vertical designs communication systems with business process and operations in mind. Rather than "one size fits all", Vertical systems can be tailored to each businesses' operational needs to maximize their bottom line. In the Retail industry, Vertical provides store managers and employees with the tools they need to effectively answer customer calls, fulfill orders automatically through voice-based ordering systems and manage inventory through POS system integration. In the Healthcare industry, Vertical helps streamline internal communications between nurses and doctors, enable providers to deliver better care, and automate appointment and scheduling functions for increased patient satisfaction and operational efficiency. Vertical bolsters business operations by providing tailored solutions that target business process optimization that are easy to deploy and manage.

"Our biggest differentiator is that we actually take the time to listen to our customers," said Vertical CEO, Peter Bailey. "We understand where they are headed and we are able to integrate our technology with their enterprise IT infrastructure to improve operational efficiency across their organizations."

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *NGN* magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the top 3,500 in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces *INTERNET TELEPHONY Conference & EXPO (ITEXPO)*; *4GWE Conference* and *M2M Evolution* (in conjunction with Crossfire Media); *Digium|Asterisk World* (in

conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners).

TMC also serves technology professionals with industry-specific Web sites: IT.TMCnet.com, 4G-wirelessevolution.TMCnet.com, M2M Evolution.com, Smart-Grid.TMCnet.com, Smart Products Ecosystem, Robotics.TMCnet.com, Cable.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com, Healthcare.TMCnet.com, and Education.TMCnet.com.

For more information about TMC, visit www.tmcnet.com

About Vertical Communications, Inc.

Vertical Communications is the US and global leader in next-generation IP-based business communications systems and applications, with a current installed base of over 200,000 customers. From retail to financial services to healthcare, Vertical uniquely provides medium-sized businesses with the enterprise-class functionality they need to deliver improved connectivity and collaboration that allows for faster decision-making, improved productivity and the ability to quickly drive new business opportunities. For more information about Vertical, please call 1-877-VERTICAL or visit our Website at www.vertical.com.

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"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995.

This document contains forward-looking statements based on current expectations or beliefs, as well as a number of assumptions about future events, and these statements are subject to important facts and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. The forward-looking statements in this document address a variety of subjects, including, without limitation, statements about the benefits of certain of the Company's products, including, without limitation, the improved cost and customer service benefits for the Company's business partners and customers; the Company's assumptions about the future performance of Wave IP; the Company's ability to enhance its revenue opportunities in the IP-PBX marketplace; the Company's ability to continue providing products to the IP-PBX marketplace, the Company's ability to continue to certify additional Internet Telephony Service Providers in the IP-PBX marketplace and others. The following factors, among others, could cause actual results to differ materially from those described in these forward-looking statements: the risk that the Company may fail to achieve the anticipated benefits from Wave IP, including, without limitation, failing to obtain the desired benefits for the Company's dealers and customers; the risk that the Company's assumptions about the future performance of Wave IP may prove to be incorrect; the risk that the Company may be unable to become a significant player within the IP-PBX telephony market; the risk that the Company will not be able to certify its products with additional Internet Telephony Service Providers.

Trademark Information

Vertical Communications and the Vertical Communications logo and combinations thereof, and Wave IP are registered trademarks of Vertical Communications, Inc. All other brand and product names are used for identification only and are the property of their respective holders.

Press Contacts:

Craig Morgan
Vertical Communications, Inc.
cmorgan@vertical.com
408-404-1643

Jan Pierret
TMC
jpierret@tmcnet.com
203-852-6800, ext. 228