



Ryan Baldwin
Customer Advocate

CK Telephone Reports Rapid Increase in the Adoption of Hosted VoIP Among Small to Mid-sized Companies

Advancements in Technology & Cost Reduction Is Driving Demand for Popular Business Communications System

ENID, OK — January 15, 2011 — CK Telephone, an industry leader in unified communications, announced today that hosted Voice over Internet Protocol (VoIP) is experiencing tremendous adoption by small to mid-sized businesses. A number of distinct benefits such as superior quality of service, reduction of cost, flexibility, built in business continuity and advanced applications are driving the demand for hosted VoIP technology.

Unlike a traditional phone system, hosted VoIP requires no on-site PBX hardware. Instead the technology uses VoIP service to place and receive calls using the Internet. This service is frequently hosted remotely by a 3rd party VoIP provider. As a result, an end user's communication via VoIP service is handled by redundant enterprise servers offsite. In addition to the profound upfront cost savings this presents, hosted VoIP technology enables one's phone system to be completely

scalable and flexible. An organization can add or remove phones on a hosted system any time.

Hosted VoIP serves the needs of entrepreneurs and enterprises alike, by delivering powerful features such as improved call quality, valuable disaster recovery tools, and applications designed specifically for telecommuters and remote workers. Included in the system are advanced features such as unified messaging, automatic call distribution, auto attendant, call recording, call flow reporting as well as traditional PBX features.

The U.S. business hosted IP voice services market is expected to grow from 828,350 seats in 2008 to 4,910,499 seats in 2013, a CAGR of 42.8%, according to Interactive Data Corporation (IDC), a market research firm specifically focused on the IT segment. "The SMB marketplace has started to really embrace hosted VoIP because it dramatically increases their profitability and gives them a competitive advantage," said Ryan Baldwin, Customer Advocate of CK Telephone. "For many

customers off premise communications technology is preferable. In a hosted environment, companies can take advantage of flexible technology knowing that if a disaster occurs, whether a power outage or natural, the system will remain up without interruption."

"After we understand our customers' strategic business objectives we recommend the right technology to support all of their needs and in many cases that means a hosted solution," added Mr. Baldwin. "Hosted VoIP is quickly becoming more than an acronym, it's raising the bar for Unified Communications providers, while giving businesses the edge they need to compete in today's marketplace."

ABOUT CK TELEPHONE

CK Telephone & Data traces its roots back 14 years where co-founders JE Close and Donald "Bud" Kain became heavily involved in the telephony industry. Kain started Ktel Communications in 1993 and joined with Close and his Close Communications Service in

2003. Together they hired their first employee, and began aggressively pursuing telephone system and cabling opportunities in and around the Enid, Oklahoma area as a team. In March 2005, Close and Kain created CK Telephone & Data Services in order to better serve their clients and broaden their service base, which today includes the most prestigious organizations in the Enid area, including Advance Foods, Continental Resources, Bass Integris Hospital, Atwoods, Paul Transportation, and seven-location Central National Bank.

CK Telephone & Data (CKT) specializes in designing telephony and telephony recording solutions to North American industries. CKT supplies phone systems, intelligent voice mail, voice recording software, AT&T telephone services, and IP telephony to maximize efficiency and provide solid cost savings for our clients. CKT clients are financial institutions, manufacturing, transportation, call centers, auto dealerships, hospitals, telephone answering services, and the security industry. CKT is privately held

with offices in Oklahoma City, Tulsa, and Enid. For more information, please visit www.cktelephone.com.

The philosophy at CKT has always been to provide high quality, leading-edge products at a competitive price, and support those products with superior customer service, integrity, and professionalism. That philosophy continues today through dedication, a commitment to excellence, a team approach, and a can-do positive attitude.