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FOR IMMEDIATE RELEASE

Transcend to work with PreferredOne on an Avaya Solution

Minneapolis, October 31, -- Transcend Communications, Inc., announced that it has implemented with Preferred One, Golden Valley, Minnesota, an upgrade of their current Definity G3Si to a S8500 Communication Manager, Intuity upgrade, and replacement of the Conversant IVR with a new Avaya Interactive Response IVR.

“Being our current phone equipment was no longer eligible for maintenance we again purchased Avaya, as it has provided well for us in the past thirteen years,” said Craig Nackerud, Director of IT. “We will be able to utilize the Extension to Cellular Feature for our sales team, enhancing our recent addition of handheld computers while allowing our sales force to become more mobile,” said Nackerud. “With Interactive Response IVR we were able to rewrite an application that was previously in a third-party software,” said Nackerud. “We’ve had an ongoing relationship with the people at Transcend, and a large part of why we’ve chosen them is they did a great job of staying in touch without being too aggressive, as well as meeting our product and service needs,” said Nackerud.

About PreferredOne

Founded in 1984, PreferredOne is big On Essential Services, the services that make a positive difference in administering health care benefits through tailored planning, flexible options, superior customer service and applied technology.

As a health benefits administrator, PreferredOne offers a full-range of products, services and networks to brokers, employers, members, insurance companies and third-party administrators throughout Minnesota and the Upper Midwest.

About Transcend Communications, Inc.

The company was established in 1984 and has over 4,000 customers. By definition, Transcend Communications is a value-added Reseller and systems integrator that designs, develops, deploys and supports network, data security and IP telephony solutions. By reputation, Transcend Communications is known for taking the lead in providing customers with state-of-the-art technology to maximize the productivity of their data infrastructure. Companies that require more from their networks count on Transcend Communications to take them to the next level. *Visit us at www.transcendinc.net.*

About Avaya

Avaya Inc. designs, builds and manages communications networks for more than 1 million businesses worldwide, including 90 percent of the FORTUNE 500®. Focused on businesses large to small, Avaya is a world leader in secure and reliable Internet Protocol (IP) telephony systems and communications software applications and services.

Contact:

George Demou, VP of Business Development, 763.488.6055, george.demou@transcendinc.net

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