

## **For Immediate Release**

### **RE/MAX International Awards Tadiran Telecom with 'Approved Supplier' Status**

*Tadiran IP Communications Products to Help RE/MAX Franchises and Agents 'Stay Connected' to Increase Buyer Listings and Reduce Operational Expenses*

**Port Washington, N.Y. and Denver, Colo. – February 6, 2007** – Tadiran Telecom<sup>®</sup>, a leading global IP business telephone and communications supplier, today announced it has been awarded "Approved Supplier" status from RE/MAX International, Inc. The Approved Supplier status is presented to companies who provide the highest level of quality, service and support for its real estate franchises, agents, and ultimately its customers.

"We're very pleased to award Tadiran Telecom with Approved Supplier status because they have earned it," said Sarah Blankman, Supplier Programs Account Executive at RE/MAX International. "It's critical that our agents never miss a call because history has shown that the majority of property buyers stay with the first agent they reach – they miss a call; they miss a sale. With Tadiran products, we know we are getting our calls."

Blankman continued, "Tadiran's Coral<sup>®</sup> IPx family of telephony products has already proven its ability to help many of our franchise offices and agents increase buyer and listing inventories, retain agents and clients, recruit new agents, and reduce their operating costs. We're happy to be giving Tadiran our "stamp of approval" as a quality IP communications vendor to support our offices and agents." RE/MAX International has a network of more than 119,000 real estate agents in 6,700 franchise offices across 63 countries.

Tadiran America's Director of Vertical Marketing & Sales Steve Brown said, "We are proud to receive the RE/MAX Approved Supplier status for our Coral IP Telephony solutions. Many RE/MAX franchises have already begun to enjoy the business benefits and cost-savings that our products can offer, and now with RE/MAX International's Approved Supplier status, we are thrilled with the potential to offer this competitive edge to all of the 6,700 RE/MAX franchise offices."

Today, Tadiran's award-winning Coral IPx family of telephony products is installed across hundreds of RE/MAX sites. The Coral IPx solutions offer a smooth and cost-effective migration path to the world of IP-based telecommunications, allowing businesses and organizations of all sizes to move to an IP-based system in stages, at the speed that suits their needs. The Coral IPx family includes a breadth of products that combine leading edge Voice over IP (VoIP) technology at the best total cost of ownership, backed by superb voice quality, easy installation and maintenance, secured communications, and a wide choice of user devices to support tele-workers, corporate and branch offices, and road warriors. With deployments in 41 countries, the Coral IPx products can easily adapt to different companies, different networks and different countries.

"Tadiran is an integral part of our communication infrastructure offering numerous call delivery options to our agents," said Rodney Chin, Director of Information Technology, RE/MAX Equity Group of Beaverton, Oregon. "Tadiran supports our business strategy of being "Agent Centric," offering the best products and services available in the marketplace to ensure our agents' success." RE/MAX Equity Group of Beaverton, Oregon services over 1,400 agents in 21 locations networked together.

Chin continued, "Providing the necessary tools to assist the agents is critical. Tadiran provides numerous applications that help us retain and recruit agents and increase our buyer and listing inventories. For example, Tadiran's FlexiCall™ product, which simultaneously rings your landline and mobile, allows our agents to never miss an opportunity. And once they get the call, they stay in control of it with the ability to transfer a call into the office, or page someone, from their mobile phone – Tadiran gives us a tremendous competitive advantage in a fiercely competitive market."

**About RE/MAX International**

The RE/MAX franchise network, now in its 33rd year of consecutive growth, is a global real estate system, operating in more than 63 countries. More than 6,700 independently owned and operated franchises engage 119,000 sales associates who lead the industry in professional designations, experience and production. For more information, visit <http://www.remax.com/>.

**About Tadiran Telecom**

Tadiran Telecom® is an established innovator in telecommunications for more than 40 years. A leading, global IP business telephone and communications supplier, Tadiran serves businesses and organizations of all sizes with a comprehensive family of products, including IP PBXs, contact centers, IP telephones, and mobility and desktop applications. Tadiran distributes IP communications solutions to some of the world's largest companies and organizations across 41 countries through authorized Business Partners. For more information, visit [www.TadiranAmerica.com](http://www.TadiranAmerica.com).

###

**Media & Analyst Contacts:**

Terry May  
HighTech Public Relations, Inc. for Tadiran  
[terrymay@hightechpr.net](mailto:terrymay@hightechpr.net)  
321.632.1690

Bill Echols  
Vice President, Public Relations for RE/MAX  
[echols@remax.net](mailto:echols@remax.net)  
303-796-3834