

For Immediate Release

Tadiran Telecom Retains Janet Gregory of KickStart Alliance

Former ShoreTel Executive to provide interim sales and marketing services.

Port Washington, N.Y. – November 16, 2007 – Tadiran Telecom® Inc., a leading global VoIP business telephone and communications solutions provider, today announced agreement with KickStart Alliance and the professional services of Janet Gregory. KickStart Alliance is a high-tech consulting team helping clients to achieve extraordinary results by providing sales and marketing services.

Janet Gregory, a 25-year veteran whose experience in VoIP and voice communications leads the sales readiness practice for KickStart Alliance and will work with Tadiran in the evolution of their VoIP enterprise solutions.

“Janet and her KickStart Alliance team, bring a fresh perspective to our sales and marketing strategies here in the US,” said Zeev Rubenstein, CEO of Tadiran Telecom. “We recognize their experience in sales planning and execution as a terrific resource for Tadiran. Janet’s experience at ShoreTel is excellent as she knows the challenges and opportunities that face organizations like ours. And her track record proves her ability to succeed.”

“Tadiran combines the development depth of 40-years in the telecommunications industry with the innovations of IP Telephony,” said Janet. “Tadiran is well positioned to deliver exceptional value to their customers and channel partners. I look forward to working with them in the accomplishment of their goals. ”

About Tadiran Telecom, Inc.

Tadiran Telecom® has been an established innovator in telecommunications for more than 40 years. A leading, global IP business telephone and communications solutions provider, 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 and direct to Government customers through Tadiran Government Systems. For more information, visit www.TadiranAmerica.com.

About KickStart Alliance

KickStart Alliance is a team of sales and marketing executives who, for the past 5-years, have been helping technology clients achieve extraordinary results through the alignment of marketing and sales initiatives. Working with technology clients ranging from start-ups to Fortune 500 companies, KickStart Alliance consultants provide positioning, lead generation and sales readiness services. For more information, please visit www.kickstartall.com.

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