

FOR IMMEDIATE RELEASE

Panasonic Canada and babyTEL announce new SIP Trunking and VoIP features are now available for Panasonic's IP PBX Phone Systems

MISSISSAUGA, ON (April 28, 2008) — Panasonic Canada Inc. and VoIP pioneer babyTEL are pleased to announce that SIP Trunking and associated VoIP features will now be supported with Panasonic's SIP-enabled business phone systems.

The two companies recently completed interoperability testing and certified that the Panasonic KX-TDE100 and the KX-TDE200 Hybrid-IP PBX Systems, as well as, the KX-TDA30 Hybrid-IP PBX System will work seamlessly with babyTEL's carrier-grade VoIP service. All systems are designed to work for businesses with four to 256 employees.

Panasonic's SIP Trunking capabilities allow the KX-TDA and KX-TDE family of business communication systems to communicate with a SIP service provider natively over an IP circuit. Unlike older PBX systems where a VoIP gateway is necessary to connect the IP network to the analog trunks on the telephone system, the Panasonic systems allow the IP circuit, transporting the SIP trunks, to be connected directly to the PBX system via the customers LAN without the need for expensive third party gateways.

"SIP Trunking allows customers to converge their voice and data services onto a single infrastructure and deliver ISDN-like features," said Brian Cox, National Sales and Marketing Manager, CSD-Telecommunications, Panasonic Canada. "We are pleased to partner with babyTEL to deliver these services as customers will benefit from the

flexibility and scalability that will help to increase productivity while driving down communication costs."

babyTEL's Enterprise VoIP Service offers numerous features and fixed price packages compared with traditional telephone services. babyTEL's services were developed to meet the requirements of today's businesses that need to support virtual presences, multiple locations, satellite offices, mobile work force, and tele-workers.

"This announcement represents babyTEL's continued commitment to enterprise VoIP," said Stephen Dorsey, President and CEO of babyTEL. "We are very pleased to have the opportunity to work with a world-class organization like Panasonic. Our combined solution is loaded with valuable features and benefits and we look forward to supporting Panasonic dealers in offering a total telephone solution to the business community."

Panasonic Canada will start shipments of the new cards and software in Canada this month.

About Panasonic Canada

Panasonic Canada Inc. is a principal Canadian subsidiary of Matsushita Electric Industrial Co., Ltd., (MEI) of Japan, one of the world's largest producers of electronic and electric products for consumer, business, and industrial use. Panasonic, a global leader in business communication systems, provides efficient and cost-effective methods of communication that keep professionals connected to partners and customers. For more information visit Panasonic's home page at www.panasonic.ca.

About babyTEL

babyTEL's core business is enterprise and home VoIP and is now pioneering VoIP and Social Networks with its Telephone application on Facebook. babyTEL is an established company with a 15-year track record of developing innovative and successful new telecom products and services, including the first platforms for the

deployment of fax over IP in large-scale networks and networked unified messaging. Customers include major carriers and Fortune 100 companies. For more information, please visit www.babytel.ca.

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