



For Immediate Release

For additional information, contact:

Karen Seidman, Seidman Says Communications
(202) 364-8134; karen@seidmansays.biz

BetterWorld Telecom Answers the Obama Campaign's Call to Provide Critical Functionality to its Communications Infrastructure across Seven Battleground States

(Washington, DC – November 12, 2008) – With just two weeks left to go until Americans would cast their vote on Election Day, the *Obama-Biden Campaign for Change* team realized that its communications infrastructure would not be able to withstand the deluge of calls coming in from voters and volunteers in the key battleground states of Pennsylvania, Virginia, Montana, New Hampshire, Wisconsin, Colorado and Nevada. Team Obama needed a quick and cost-effective communications solution that would be able to handle its *Public Voter* and *Volunteer* hotlines by overlaying and enhancing their existing infrastructure, while increasing their ability to handle large, spiking call volumes, distributing the calls for volunteer operators, and most importantly, not issuing any busy signals to callers. They turned to BetterWorld Telecom for help, and BetterWorld answered the call.

BetterWorld Telecom, a nationwide, full-service voice and data telecommunications services carrier based in Reston, Virginia, is a leading voice for social and environmental sustainability in the U.S. telecoms industry. BetterWorld was the first and remains the only telecom carrier to be officially certified as carbon-neutral in all of North America. For two consecutive years, BetterWorld has also been named as one of 25 companies achieving WorldBlu's "Worldwide Award for the Most Democratic Workplaces" in its annual competition starting in 2007.

"Though it is not our policy as a company to endorse political positions or candidates," explains BetterWorld President and Co-founder, Matt Bauer, "we were excited to have found a new application for our Virtual PBX and Unified Communications solutions in political campaigns — extending our philosophy of increased of democracy in the workplace through innovative technology. As BetterWorld has been a strong proponent of technologies which enable greener and more democratic solutions for the workplace, we knew our portable and flexible solutions could truly make a difference in this setting."

Buck Helmke, an IT Director with the Obama Campaign for Change 2008, noted that "I would like to thank BetterWorld for their excellent speed and service. They worked with us on a very tight schedule to get us the service we needed. The flexibility they provided allowed us to handle the dynamic problems that we faced."

"After receiving the call from the Obama Campaign, with just a few weeks left until the election, BetterWorld quickly sprung into action with its technology and network partner, Aptela," explains Bauer. "We determined the essential setup of one of the state campaign offices and then set out to create a framework that could be deployed at any of their campaign offices. Needless to say, there was no time for error, and the BetterWorld/Aptela team worked morning, noon and night for the next week, turning up 385 virtual seats, all with full call-center features and functionality so the seven battleground state offices could efficiently handle and process up to 10 times more calling volume than previously possible."

Bauer adds: “It was an exciting project for all of us, and working closely with our technology and network partner, Aptela, we were proud to be able to make a difference in this election, helping the Obama campaign make history by winning six of the seven key battleground states.”

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BetterWorld Telecom

A unique voice in the \$2 trillion global telecom services market, BetterWorld Telecom is strongly committed to the environment in its own daily internal business operations and actively helps its customers follow suit by offering a menu of service solutions to help organizations and businesses maintain sustainability. In addition to reducing its ecological impact along every step of the product and service delivery process, BetterWorld focuses on serving businesses and organizations that support social justice and sustainability while donating 3% of its revenues to causes that benefit children, education, fair trade, and the environment. For more information, visit www.betterworldtelecom.com