



CA Communications, Inc. Finds an Innovative Way to Keep Their Customers' Technology Refreshed and Always Current Without Increasing Monthly Expenses

An Interview with Marc Agar Illustrates a New Plan that's Changing How Companies Invest in Communications Technology

MINNEAPOLIS, MN — September 29, 2005 — Technology is changing faster today than it ever has in the history of the world. This shouldn't be a surprise to anyone. The latest and greatest invention or technological improvement today will in many cases be outdated tomorrow. These changes can be very exciting; however, they present a significant challenge to businesses of all of sizes. Business owners must now try and find solutions to a question that's keeping them awake at night. How can I keep my company's technology current to not only remain competitive, but to increase my profitability at the same time? The wrong answer to this question could put them on the street.

"At CA Communications, we make it a point to understand our customers' industries and listen to their concerns impacting their business on a daily basis. Through our research and proactive interaction with presidents and owners, we learned of their strong desire to keep their communications technology up to date and on the cutting edge," said Marc Agar, President & CEO for CA Communications.

Telecommunications is the heart and life blood of every business and having the latest technology has a major impact on an organization's efficiency, profitability, and competitiveness. As a result of CA Communications' customers' valuable feedback, the company developed the Current Technology Assurance Plan (C-TAP) with the assistance of Technology Assurance Group (TAG), a national organization of independently owned telecommunication companies.

C-TAP ensures that the telecom environment and information systems are refreshed with the latest advancements in technology and value added solutions. For example, updates to a company's phone system can occur anytime after 24 months with no change in payment. Additionally, both labor charges and software upgrades are waived. C-TAP also enables companies to transfer technology costs from a capital expense to a fixed monthly expense absorbed by an organization's operating budget.

Here's a simple example that illustrates how C-TAP works. Companies are losing significant amounts of money on a daily basis because they do not sufficiently monitor their telecommunications systems. On a normal business day, over 30% of all phone calls made or received by employees are non-business related. Thus, dramatically decreasing productivity and increasing telecommunications costs. Call Accounting Software allows companies to better manage their systems by eliminating inefficiency and ensuring that their employees' time is well spent. Under C-TAP, companies that could not afford this technology before can now simply add it with no change in their monthly commitment.

C-TAP has the awesome potential to change the way companies make investments in technology. Instead of having to upgrade a phone system every five to seven years and painfully utilizing antiquated technology, companies will benefit from leading edge innovations. Additionally, organizations will benefit from a wealth of other components embedded into the program. Some of these value added items include:

- Priority queue to the "Partnership Operations Center"
- Priority scheduling for adds, moves, and changes
- Priority dispatch on all service calls
- Guarantee of "Inventory On Hand"
- Preferred service and replacement of defective equipment per factory recommendations
- Periodic replacement of handset and station cords
- Annual preventative maintenance visit
- Waiver of charges for no trouble found carrier calls
- Remote programming changes during normal business hours
- Backup and archiving of system databases where applicable

Essentially, C-TAP provides a new telecommunications industry standard for consultation, education, and special services to let technology make a difference.

"Actively listening to customers and understanding their problems often provides the keys to developing a new way of doing things," added Agar. "In this case, the C-TAP program was created to meet a changing need in the marketplace for a structured plan to maintain and refresh one of the most important areas of a business. By implementing C-TAP we're helping companies focus on what they do best, while we take care of their communications technology. As result of the program, businesses will increase their profitability, improve employee productivity, and obtain a competitive advantage in their marketplace. But most importantly, we're helping presidents and owners sleep better at night."

**ABOUT CA COMMUNICATIONS,
INC.**

CA Communications is a business resource for all of our customers' telecommunications, computer hardware, software, service, and support needs. With over 20 years of experience in design, installation and service of voice, data, and networked communication systems, CA Communications understands business communication needs and can customize a system to exact specifications.

CA Communications provides its customers with industry leading products, which are serviced by factory certified technicians. The company is an authorized Toshiba dealer and can equip any organization with a traditional phone system or provide cutting edge technology such as IP Telephony. Through its partner network CA can also provide service and parts for other major phone systems including; Fujitsu, Panasonic, Vodavi, Executone, Nortel, and Lucent/Avaya/AT&T.

CA Communications offers local dial tone, long distance services and data services such as VPN, ATM, and

Frame Relay. Through its partner network, CA Communications can provide data services and equipment including: Microsoft NT and 2000 Server, MS Windows 95/98/XP, MS Exchange Server, Microsoft Office, Cisco, Novell Netware and Novell Groupwise.

For more information on CA Communications, please call (952) 473-3100 or visit www.cacommunications.com.