

News Release
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EASYPARTNERS SIGNS GENESIS M.O. AS LEADING INTEGRATION PARTNER

Genesis M.O. Adds Award-Winning Contact Center Software to Portfolio of UC Solutions

Monroe, CT, 21 June, 2010 – EasyRun, a leading provider of multimedia contact center and voice solutions, today announced that it has entered into a reseller partnership with Genesis M.O. (GMO). GMO provides end-to-end collaboration solutions, high-end software engineering expertise, and management services. The company is based in the Washington DC area and caters to private and public sector organizations, including the Federal Government. EasyRun designs and sells best of breed voice and contact center solutions through a worldwide network of certified resellers. The Company’s products are feature rich, competitively priced, and deliver immediate organizational benefits in total cost of ownership (TCO) and return on investment (ROI). GMO recently completed certification on the EasyRun product line to become a Premier Partner.

“We are thrilled to join forces with EasyRun and this partnership could not come at a more appropriate time,” said Karim Morsli, CEO of Genesis M.O. “Today more than ever, businesses have to find ways to be more efficient all-the-while reducing costs. That challenge constitutes the core of our business. We connect people and information through innovative technologies and EasyRun’s end-to-end voice products are a perfect extension to the services and solutions we offer.”

EasyRun’s flagship product, EPICAcce is an award-winning, purpose-built contact center appliance. It delivers a comprehensive VoIP solution designed to control, manage, monitor and support multi-media blended inbound/outbound corporate communication channels. EPICAcce can be installed as a standalone PBX solution, a standalone multimedia contact center, or a total end to end voice and contact center. Because the solution is PBX-agnostic the contact center solution can be installed into any legacy or VoIP voice network.

“We are pleased that Genesis M.O., which has a history of delivering services to the federal government, is representing EasyRun as a Premier Partner in the DC area,” said Doron Meiom, President of EasyRun. “Their commitment to their customers, hands-on expertise in delivering voice and contact center optimization, efficiency, and ROI fits perfectly with the EasyRun mission. Collectively we offer our joint clients a cost effective, robust, best of breed voice solution.”

About Genesis M.O.

Genesis M.O. (GMO) connects people and information through Unified Communications and Software Engineering. The company provides slick and sensible solutions that increase operational efficiencies and reduce costs. As its Modus Operandi (M.O.) the company focuses on strategic thinking, methodologies and industry best-practices to ensure superior service delivery and customer support. GMO is a small business located in the Washington DC metropolitan area. More information is available at www.GenesisMO.com.

About EasyRun

EasyRun has been designing and selling best of breed multimedia contact center solutions since 2001. The Company's products are feature rich, competitively priced, and deliver immediate organizational benefits in TCO and ROI. The Company's flagship product, *EPICAcce* can be integrated into any legacy or VoIP network. EPICAcce can be deployed as a stand-alone PBX a stand-alone multimedia contact center or a complete end to end voice solution. EasyRun has over two thousand customers worldwide including the U.S. Coast Guard, Roland Corporation, Pizza Hut and Coca Cola. For more information on EasyRun visit www.easyrun.com or email ERMarket@Easyrun.com

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