



M5 Networks Formally Launches Partner Program

Program Designed To Help IT Consultants, Systems Integrators & Phone System Interconnects in New York City Benefit from IP Telephony Growth

New York, May 3, 2005 – M5 Networks, the Northeast's leading outsourced IP phone system provider, today formally announced its Partner Program, which establishes an authorized channel through which selected IT consultants, system integrators and phone system interconnects can recommend M5's Outsourced IP Phone System to their existing clients and prospects. By making its offering channel-friendly, M5 is also enabling referral partners to increase their revenue and profitability by giving them the tools to expand their businesses into a growth market, while helping their clients take advantage of emerging IP telephony solutions.

The M5 Partner Program is integral to the company's referral-centric sales model, which aims to increase the M5 sales team's ability to collaborate with selected channel partners in a close and mutually supportive relationship. By formalizing M5's business relationships with channel partners, the company can incentivize IT consultants, system integrators and phone system interconnects to offer their clients a trustworthy IP phone system solution that they are confident in themselves. As an M5 Partner, companies can receive a monthly recurring revenue stream, dedicated sales assistance and marketing collateral that give them the necessary resources to effectively sell M5's Outsourced IP Phone System.

"As part of M5's growth strategy, we have mostly been selling directly to clients for the last five years, while setting and beating all expectations for growth, customer service and client satisfaction," said Dan Hoffman, president and CEO of M5 Networks. "Now that we have a full understanding of the product and our clients' complex needs, it is finally possible to begin formally partnering with outside companies and train them to our level, without compromising our company's service reputation."

Partners benefit from a relationship with M5 by being able to offer their customers a solid outsourced IP phone system solution from the leading provider in the New York market, while being able to continue focusing on their own areas of expertise. For example, IT consultants and system integrators already manage and maintain their clients' LAN infrastructure. Through this partnership, they now gain the opportunity to help clients deploy either a second voice-centric network or to converge both data and voice traffic over a single network infrastructure within their offices. This includes procuring and installing all the hardware (e.g., IP phones) and software for the client's network, as well as performing any network upgrades (e.g., wiring, switches or firewalls) required to provide a high quality voice and data network that is integral to all their communications needs.



“Partnering with M5 enables us to offer a best-in-class voice solution to our clients without having to train our engineering and sales resources,” said Adam Eiseman, President and CEO of The Lloyd Group, a business technology consulting firm in New York City. “As a result, we can concentrate on the professional services that The Lloyd Group already provides, while working with a company that we trust to deliver the high level of service that our clients require from their phone systems.”

Phone system interconnects (or agents) that have sold traditional PBX hardware and services now also have a robust IP-based telephony solution to offer their clients as an alternative, without all the hassles and responsibility of managing physical infrastructure on their customers’ premises. While M5 Partners typically specialize in systems integration, telecom consulting and professional services, these relationships can also span the professional services sector, such as real estate, architecture, interior design and moving companies.

“We’ve worked with numerous ‘managed service providers’ in the past, many of which did not really manage the service they were providing, leaving our staff to intermeditate with ISPs, phone companies and equipment vendors on behalf of our customers,” said George Brennan, Vice President and Co-Founder of Telesis Communications Services, a telecom management firm in Massapequa Park, New York. “We partnered with M5 after quickly realizing that they immediately come in, take over the management of our clients’ phone and data circuits, provide a single bill and deliver service proactively to keep everyone happy. This leaves us to focus on selling, with the confident knowledge that our customers are in good hands with a true one-stop shop for outsourced IP phone systems.”

After IT consulting firms successfully complete a minimum of three installations with M5, they can apply to become an M5 Certified Partner. Criteria are a combination of client and M5 feedback regarding the expertise, responsiveness and approach the consulting firm takes to providing a quality voice and data network for its clients.

M5 has also hired Chris Kardos as M5 Partner Manager to oversee and manage its Partner Program. Kardos brings more than five years of networking, reseller and hosted IP communications experience to M5. He occupied several IT roles during his career before serving as an integral contributor to the growth of a Cisco voice and data partner. He graduated from Boston College with a BS in Marketing. Kardos’ unique combination of marketing and technical experience will help him understand the challenges that M5’s partners face in the SMB market.

For more information about M5’s Partner Program, please visit <http://www.m5net.com/partner/> or contact Chris Kardos, M5 Partner Manager at 646-442-3347 or email ckardos@m5net.com.



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About M5 Networks

M5 Networks is the leading outsourced IP phone system provider in the Northeast. By outsourcing to M5 instead of buying another phone system and signing more local and long distance contracts, businesses save valuable time and hard dollars. M5 was founded in 2000 by the same management team that ran Interport Communications, the ISP pioneer for New York businesses. M5 builds on that legacy by continually innovating to improve our outsourced phone system solution, which is delivering measurable ROI to companies in all industries. M5's core technology partners include Cisco, Verizon, Sun, AboveNet, Sprint, Qwest, Broadwing Communications and VocalData. M5 has received the Pulver 100 Award as a Communications Growth Company for three consecutive years (2002-2004), as well as Frost & Sullivan's 2004 Entrepreneurial Company Award and Internet Telephony Magazine's 2004 VoIP Service Provider Award. In addition, the strong demand for M5 services has enabled M5 to achieve financial stability in a short period of time. To learn more about M5, please visit www.m5net.com.

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