



Coldwell Banker Hunt Kennedy Deploys M5 Network's Outsourced IP Phone System for 300 Real Estate Agents

Manhattan Real Estate Firm Gains Competitive Advantage with M5 Networks

New York, April 4, 2005 – M5 Networks, the Northeast's leading outsourced IP phone system provider, today announced that Coldwell Banker Hunt Kennedy (CBHK), one of the largest and fastest growing real estate firms in the United States, recently replaced its traditional, premise-based phone system with M5's Outsourced IP Phone System. CBHK chose M5 for its superior infrastructure, competent client support staff, and proven track record in the New York market.

CBHK implemented M5's Outsourced IP Phone System after enduring two failed trials with hosted IP phone system vendors who were unable to deliver on their promises to the firm. When asked why he stood by the outsourced model despite his prior experiences, David M. Michonski, CBHK's CEO, replied, "We checked six M5 client references at random, and they were all glowing. We have our own programmers, so we could probably have handled managing and maintaining the system. But we've found M5 to be very responsive, and it's better to let our staff focus on enhancing our business capabilities rather than running the phone system. In this way, M5 gives us a huge advantage in the area of customer service over other real estate firms in the New York market."

Functionality such as personal auto-attendants, call-forwarding to cell phones, voicemail notification through email, and remote phone system access and control via M5's WebPortal, all help CBHK increase sales by enabling customers and prospects to easily reach agents. However, the most significant advantage that M5 offers Coldwell Banker is the ability to off-load the headaches and costs associated with owning and managing an on-site phone system.

"Coldwell Banker has joined the ranks of the growing number of firms who are fed up with the time and internal resources it takes to maintain and upgrade traditional phone systems," says Dan Hoffman, M5's president and CEO. "Our real estate clients prefer focusing on their businesses and closing deals rather than managing a phone system. M5 assumes that responsibility and allows them to be more productive and cost efficient."

About Coldwell Banker Hunt Kennedy

Coldwell Banker Hunt Kennedy is a franchise of Coldwell Banker Real Estate Corporation, a subsidiary of Cendant Corporation (NYSE: CD) with more than 3,100 independently owned and operated real estate offices and 113,000 sales associates throughout North America and the world. For more than 90 years, Coldwell Banker has been North America's premier full-service provider of real estate services.



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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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