



ECT Launches New Corporate Brand

New brand campaign and websites to enhance worldwide industry awareness of ECT as leading enabler of value-added communications services

Munich, April 12, 2010 – ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, announced today the launch of a brand campaign which includes a new corporate website as well as separate product websites. The campaign is designed to spread awareness in the diverse markets, in which ECT enables value-added communications services, such as network-based contact centers, televoting, ring back tone services and virtual PBX services.

The new corporate website at www.ect-telecoms.com provides comprehensive information on the company's core values, technology, team, business approach, financial performance and ecosystem. "We want the website to present a transparent understanding of what we do and the business value carriers and service providers gain from working together with ECT," explains Dr. Marshall E. Kavesh, CEO and cofounder of the company.

ECT's product lines serve different markets, making it difficult to present both the company and its products within only one website. To provide more targeted information, the company is launching separate websites for each product line. The first two product websites are www.ect-ringback.com for ring back tone services and www.effective-contactcenters.com for contact center and televoting services.

The new corporate and product sites are exploiting Web 2.0 media, including blogs and Twitter, to promote ECT's focused exchange of ideas with customers and experts in all markets.

One year ago, ECT joined forces with the renowned brand experts at Feuer AG in Munich, Germany, to develop a new corporate brand that would embody who ECT is today and accurately reflect where it is heading in the future. The visual identity of the new corporate website, including the new logo, represents the company via imagery centered on trees. The tree is a symbol of growth from within, branching out from a firm central trunk with strong

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roots providing a firm foundation. These images reflect ECT's organic growth based on strong core technologies and solid business principles as well as the company's vitality and capacity for renewal. In addition to this corporate brand, each product website has a sub-brand of its own with a slightly varied look and feel.

The new branding campaign follows an exceptionally good result for 2009, in which ECT posted significant profits, concluded major projects at leading carriers worldwide and founded a new sales and service subsidiary in the USA. "This is an exciting growth phase for the company and we want to thank and further intensify the dialog with the many customers and partners we have made in the past twelve years of business," explains Kavesch. "We see this brand campaign as an opportunity to share and more actively pursue our mission to enable telecommunications providers to flourish and make money by giving businesses and consumers cost-effective telecoms services they truly need and want."

About ECT (European Computer Telecoms):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

Based on its open **ECTXML**[®] programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including at&t, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, mcel, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

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