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Impact Telecom Strengthens Commercial Team with New National Channel Director

Channel expert Chris Holloway Joins the Company to Expand the Indirect Sales Channel

DENVER – June 4, 2014 - [Impact Telecom](#) ("Impact"), a global provider of voice, data, and messaging services, is bolstering its commitment to the commercial services offering and the indirect sales channel with the strategic hire of channel veteran Chris Holloway.

Holloway will head up the commercial channel partner program as Director of National Channel, guiding Impact's channel strategy as it continues to expand its portfolio of commercial products and services.

Impact, which made key purchases of Matrix Telecom and AmericaTel in 2013, recently completed the acquisition and integration of SMS solutions provider, Citessentials. Impact now offers its customers messaging services in addition to voice and data services supported by a state-of-the-art IP-based nationwide Feature Group D (FGD) network, which carries billions of minutes and messages every month.

"Impact sees agents as partners, and we are excited about leveraging multiple reliable agent programs to extend our reach in the commercial market. This opportunity provides Holloway with a great playground to develop a channel strategy and offer a strong support platform to agents. Strong management and a commitment to our customers will lead us to program success," said [Bob Beaty](#), President of Impact Telecom.

"I'm excited about the opportunity at Impact, which offers a combination of an amazing product portfolio, customer-centric organization, and commitment to the partner channel," said Holloway. "We are dedicated to delivering the highest-quality services, as well as a full set of dedicated resources and channel support features to our partners. The goal is to help them expand and grow their business with Impact's support."

Holloway brings over 17 years of channel development, sales, and channel campaign experience in establishing new markets. Previously, he served as Regional Vice President, Channel Development at Cbeyond, Inc., where he developed and executed channel sales strategy for the company's bundled package and its managed, hybrid, and cloud hosting services. Before that, he was the Co-Founder and President of Sales and Operations at MpACT Wholesale and Liquidators.

"Impact is known in the marketplace for its innovation, growth, reliability, and commitment to channel services," commented Don Kinison, Impact Telecom's vice president of commercial services. "Expanding our channel focus will give agents, consultants and other

partners access to our extensive portfolio of domestic and international voice, messaging, and data services on our state-of-the-art VoIP network.”

About Impact Telecom

Impact Telecom, a leader in the telecommunications market, delivers flexible and effective solutions to carriers, businesses and homes. Dedicated to innovation, affordability and execution, Impact owns and operates a state-of-the-art VoIP network carrying billions of minutes and messages monthly, using the largest implementation of an IP-based network connected to a nationwide Feature Group D network. Led by an experienced team with decades of industry expertise, Impact delivers quality services at competitive rates.

More information is available at <http://www.impacttelecom.com>.

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