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IMPACT TELECOM ACQUIRES SMS SOLUTIONS PROVIDER CITESSENTIALS

Strategic Acquisition Brings a Robust Mix of Messaging Options to Residential, Commercial and Wholesale Customers

DENVER – February 19, 2014 – Impact Telecom (“Impact”), a global provider of voice and data services, today announced it has signed an agreement for Impact to acquire SMS solutions provider Citessentials (“Citessentials”). Financial terms of the transaction, which is expected to close at the end of the first quarter of 2014, were not disclosed.

Citessentials offers a proprietary SMS platform with a robust messaging portal, enabling customers to access mobile messaging requirements from any computer with Internet connectivity, eliminating the need for downloads or installation, complex integration or expensive up-front development costs. In addition, Citessentials provides SMS termination services in the U.S. and Canada as well as to more than 850 mobile operators worldwide for a large number of domestic and international enterprise and service provider customers.

“Over the past two years Citessentials has shown exponential growth in the messaging services sector. With Citessentials’ feature-rich messaging platform, Impact greatly enhances its comprehensive residential, commercial and wholesale telecommunications product and services portfolio,” said Bob Beaty, President and CEO of Impact Telecom. “We expect the demand for messaging services will only increase as commercial and enterprise customers expand their use of SMS as an inexpensive and dependable communications tool,” he added.

Now Impact customers, from consumers to enterprise clients to carriers, will have access to a wide range of global messaging solutions, including A2P, P2P and M2M messaging, hosted proprietary SMS, and short and long codes, all supported by the most common industry standard and legacy interconnection protocols such as SMPP, HTTP(S), SMTP, CMID2, MM7, MM4, UCP, XML, SOAP and more.

As part of the acquisition, Impact also announced the appointment of Steve Sherman as Senior Vice President, Messaging Services. Steve was previously co-founder and partner at Citessentials.

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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 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 www.impacttelecom.com.

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