



## **COMMWORLD Announces Business Communications System Buy Back Program**

*Companies to Benefit from a New  
Program Within the Current  
Technology Assurance Plan (C-TAP)  
to Ensure Implementation of Latest  
Technology*

KANSAS CITY, MO — August 21, 2006 — **COMMWORLD** of Kansas City, an industry leader in telecommunications, announced today that the company launched the business communications Buy Back Program, a new component of the Current Technology Assurance Plan (C-TAP). The Buy Back Program embedded in C-TAP gives **COMMWORLD** the ability to offer cash back to a customer for their existing communications system. By taking advantage of this unique opportunity, companies will enjoy all of C-TAP's benefits, while reinvesting the money they receive from **COMMWORLD** and their strategic partner GreatAmerica Leasing Company, back into their business.

Since its inception in June of 2005, C-TAP has emerged as the telecommunication industry's most innovative program. C-TAP ensures that the telecom and information systems of small to mid-sized companies remain current. C-TAP encourages companies to incorporate the latest in technology by giving them the ability to refresh their phone equipment after 24 months without a change in payment. In addition, new equipment and applications are installed without labor charges. Technology can be added as needed within a fixed cost that can be absorbed by an organization's operating budget. Essentially, C-TAP allows continuing implementation of new technology within a set guideline.

**COMMWORLD's** customers on the C-TAP program will receive numerous benefits. These benefits include unlimited in house moves and changes, unlimited remote programming, routine software upgrades and patches, call accounting analysis, remote database backup, records and training updates for the equipment administrator, and an annual audit of connectivity charges. C-TAP also provides businesses with special customer service provisions including: priority queuing for adds, moves, changes, dispatch of service calls, a guarantee of inventory on hand, preferred maintenance, periodic replacement of handset and station cords, and annual preventive maintenance visits.

When companies opt for the Buy Back Program they automatically become a part of C-TAP. The age of the system will determine the amount of cash back they will receive. For example, if a system is 12 months old **COMMWORLD** will pay the customer 80% of the original cost. When the transaction occurs, the customer makes monthly lease payments reversing the original outlay for the system's large capital investment. Thus, the customer always keeps their technology current moving into the future and now they show a fixed cost in their operating budget from lease payments. In order to qualify for the Buy Back Program, **COMMWORLD's** customers will need to meet specific criteria including credit approval from GreatAmerica.

"Our goal with C-TAP and the Buy Back Program is to have a proactive versus reactive relationship with our customers," said Bob Bennett, president of **COMMWORLD**. "The addition of the Buy Back Program

provides us with the tools to help achieve our mutual goals. These goals include providing our customers with the highest level of customer service in the industry and at the same time offering the latest in business communications technology at a fixed cost. Furthermore, C-TAP supports our mission of helping our customers increase their profitability, while achieving a dominant position in their marketplace."

### **ABOUT COMMWORLD OF KANSAS CITY**

**COMMWORLD** of Kansas City has provided superior business telephone system products and services since 1981. **COMMWORLD** specializes in the most reliable, high quality telecommunications products from leaders in technology -- Toshiba, ESI, Samsung and Comdial to name a few. Bennett stated, "Customers no longer need to be frustrated with multiple contacts. Our 'one point of contact' concept means your business can come to **COMMWORLD** for Business Telephone Equipment, Converged Systems, VoIP, Voice Mail, Unified Messaging, Local/Long Distance/Internet Service, Voice & Data Cabling, Video Surveillance, GPS Fleet Management and more. With **COMMWORLD** you get technology solutions that WORK to increase business productivity, protection and profits." **COMMWORLD** of Kansas City is located at 6200 Main Street in Grandview, MO. For more information, call (816) 763-1100 or visit [www.commworld-kc.com](http://www.commworld-kc.com).

## **ABOUT GREATAMERICA LEASING CORPORATION**

Founded in 1990 and headquartered in Cedar Rapids, Iowa, GreatAmerica continues to grow and adapt in an ever changing market. As

an independent institution with over \$600 million in assets, it has the flexibility to provide customized financial solutions and selected business services for its customers who are distributors in the office equipment, telecommunications, healthcare, and

retail markets. With superior industry knowledge and experience, they develop solutions that help their customers be more successful. Visit GreatAmerica at [www.greatamerica.com](http://www.greatamerica.com).