



Bob Bennett
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COMMWORLD Finds an Innovative Way to Keep Their Customers' Technology Refreshed and Always Current Without Increasing Monthly Expenses

*An Interview with Bob Bennett Illustrates
a New Plan that's Changing How
Companies Invest in Communications
Technology*

KANSAS CITY, MO — August 24, 2005 — Technology is changing faster today than it ever has in the history of the world. This shouldn't be a surprise to anyone. The latest and greatest invention or technological improvement today will in many cases be outdated tomorrow. These changes can be very exciting; however, they present a significant challenge to businesses of all of sizes. Business owners must now try and find solutions to a question that's keeping them awake at night. How can I keep my company's technology current to not only remain competitive, but to increase my profitability at the same time? The wrong answer to this question could put them on the street.

"At COMMWORLD, we make it a point to understand our customers' industries and listen to their concerns impacting their business on a daily basis. Through our research and proactive interaction with presidents and owners, we learned of their strong desire to keep their communications technology up to date and on the cutting edge," said Bob Bennett, president for COMMWORLD.

Telecommunications is the heart and life blood of every business and having the latest technology has a major impact on an organization's efficiency, profitability, and competitiveness. As a result of COMMWORLD's customers' valuable feedback, the company

developed the Current Technology Assurance Plan (C-TAP) with the assistance of Technology Assurance Group (TAG), a national organization of independently owned telecommunication companies.

C-TAP ensures that the telecom environment and information systems are refreshed with the latest advancements in technology and value added solutions. For example, updates to a company's phone system can occur anytime after 24 months with no change in payment. Additionally, both labor and software upgrade charges are waived. C-TAP also enables companies to transfer technology costs from a capital expense to a fixed monthly expense absorbed by an organization's operating budget.

Here's a simple example that illustrates how C-TAP works. Companies are losing significant amounts of money on a daily basis because they do not sufficiently monitor their telecommunications systems. On a normal business day, over 30% of all phone calls made or received by employees are non-business related. Thus, dramatically decreasing productivity and increasing telecommunications costs. Call Accounting Software allows companies to better manage their systems by eliminating inefficiency and ensuring that their employees' time is well spent. Under C-TAP, companies that could not afford this technology before can now simply add it with no change in their monthly commitment.

C-TAP has the awesome potential to change the way companies make

investments in technology. Instead of having to upgrade a phone system every five to seven years and painfully utilizing antiquated technology between upgrades, companies will benefit from leading edge innovations. Additionally, organizations will benefit from a wealth of other components embedded into the program. Some of these value added items include:

- Priority scheduling for adds, moves, and changes
- Priority dispatch on all service calls
- Guarantee of "Inventory On Hand"
- Preferred service and replacement of defective equipment per factory recommendations
- Periodic replacement of handset and station cords
- Annual preventative maintenance visit
- Waiver of charges for no trouble found calls
- Remote programming changes during normal business hours
- Backup and archiving of system databases where applicable

Essentially, C-TAP provides a new telecommunications industry standard for consultation, education, and special services to let technology make a difference.

"Actively listening to customers and understanding their problems often provides the keys to developing a new way of doing things," added Bennett. "In this case, the C-TAP program was created to meet a changing need in the marketplace for a structured plan to maintain and refresh one of the most

important areas of a business. By implementing C-TAP we're helping companies focus on what they do best, while we take care of their communications technology. As result of the program, businesses will increase their profitability, improve employee productivity, and obtain a competitive advantage in their marketplace. But most importantly, we're helping presidents and owners sleep better at night."

ABOUT COMMWORLD OF KANSAS CITY

COMMWORLD of Kansas City has been providing superior business telephone system products and services to the Kansas City area since 1981. COMMWORLD specializes in the most reliable, high quality telecommunications products from the leaders in technology -- Toshiba, ESI, Samsung and SBC 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 full service IP connectivity, converged systems, local/long distance service, Web site provision, audio/video conference service/equipment, voice processing and more. With COMMWORLD you get the best of the best." 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.