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ZED-3 AND EXIT40 SIGN DISTRIBUTION AGREEMENT

Partnership will lead to greater support for Zed-3's products

MILPITAS, CA, 18 August 2008 – Zed-3 today announced the signing of a distribution agreement with Exit40 of Dubai, UAE. Under the terms of the agreement, Exit40 will distribute Zed-3's products throughout the Middle East, Africa, Pakistan, and the CIS.



Iain Milnes, president of Zed-3, and Morten Galle, CEO of Exit40, formally signed the agreement in July at the headquarters of Exit40 in Dubai. Financial terms of the agreement were not disclosed.

With the signing of this agreement, Zed-3 has significantly expanded the availability of its products. In particular, the Middle East has shown significant interest in the IP telephony products from Zed-3.

Zed-3 discussed distribution with many companies in the region and selected Exit40 as the company that is best positioned to sell, service, and support its products.

Commenting on the deal, Morten Galle said, "Exit40 is a leading value added distributor, with an extensive reseller database of system integrators (SIs), value added resellers (VARs), and retail customers in the Middle East, Africa, and the CIS region. The distribution agreement with Zed-3 shows once again our strategic approach and commitment to our channel partners in the region. All of our channel partners will especially benefit from our wide range of products that comprises brands that do not compromise in quality."

Zed-3 designs and manufactures IP PBXs, IP phones, and IP gateways. All products are based on open standards and use SIP for the communications protocol. Exit40 distributes communications, networking, and storage products from Netgear, SonicWALL, Trapeze, and Buffalo.

“What attracted us to Exit40 is their commitment to quality and their geographical reach,” said Iain Milnes. “We have trained their technicians and sales staff and they are now ready to support sales and installations throughout the region. Their strategy and the incredible enthusiasm they have shown for our products have been amazing. We are all particularly optimistic for the potential sales of the GS8 modular gateway.”

Zed-3 introduced the GS8 modular gateway in May 2008; it accommodates plug in modules for analog, GSM, and CDMA. The system permits connectivity of phone calls between any of these interfaces and the SIP interface on the Ethernet port; it is unique in this functionality. The product allows a business or enterprise to make and receive calls on a cellular phone network from its PBX thereby providing cost savings, convenience, and improved customer service.

By using Zed-3’s GS8 modular gateway with other IP communications products from Exit40, the two companies can address the growing needs for fixed mobile convergence (FMC). A business is able to use a single handset to accept calls from its PBX over Wi-Fi and the GSM network.

“We are delighted to have signed the distribution agreement for the Middle East, Africa, and CIS region with Zed-3, added Morten Galle. Our continued strong growth and our ability to attract a premier partner like Zed-3 prove to both channel partners and vendors that we are the distributor of choice in this region.”

Gitex Trade Show in Dubai

Exit40 will be demonstrating the full range of Zed-3’s products at the Gitex trade show in Dubai which this year runs from 19 ~ 23 October. Iain Milnes stated “Gitex is a great forum to launch our presence in the region. Exit40 has appointments with many customers throughout the Gulf region and Africa who have shown interest in our products. We are therefore very optimistic about the uptake of Zed-3’s solutions.” Exit40 is in booth Z-R40 in Zabeel Hall.

Pricing and Availability

Exit40 has stock of Zed-3's products today. These are sold to end users through a network of resellers. Pricing is available upon request.

About Zed-3

Zed-3 provides products that permit people to communicate simply, efficiently, and cost effectively. With careful attention to detail, these IP telephony products work seamlessly together and interoperate with products and services from other suppliers. Zed-3 can provide VoIP solutions to connect home workers, small businesses, and enterprises with multiple offices. Zed-3 has its headquarters in Milpitas, California and has offices in Bangalore, Beijing, and Singapore. The company's products are distributed in the Americas, Africa, Asia, Europe, and the Middle East.

For more information on Zed-3 or its products, access: <http://www.zed-3.com>.

About Exit40

Founded in 1996, Exit40 has eight offices in six countries. The head office is located in Dubai in the United Arab Emirates. Since its incorporation, Exit40 has maintained strong year on year growth in revenues and profitability. Exit40 aims to provide its clients with a single source for a complete range of enterprise, networking, security, storage, and telecommunication products. These products are backed up with strong technological expertise and delivered with Exit40's characteristic attention to detail.

For more information on Exit40, access: <http://www.Exit40.com>.

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