

BroadSoft Xtended Marketplace Gains Momentum with New Voice Applications and NXTcomm Industry Innovation Award

GotVoice and MobileMax join BroadSoft Xtended Marketplace with enterprise Fixed-Mobile Convergence (FMC) and voicemail-to-text solutions

LAS VEGAS, NXTCOMM08, June 17, 2008 - BroadSoft Inc., the leading provider of VoIP application software, today announced that its voice Web 2.0 initiative, BroadSoft® Xtended, is gaining momentum with the addition of new enterprise voice mashups, hundreds of developers and a NXTcomm EOS Award.

NXTcomm EOS Award

The BroadSoft Xtended Marketplace, an online portal where BroadSoft's hundreds of service provider customers and millions of end-users can access voice mashups, has been awarded the NXTcomm EOS Award for Excellence in Technology Innovation in the Application Layer Systems category. Also, two new technology partners have integrated their solutions with BroadSoft's voice applications and made them available on the BroadSoft Xtended Marketplace (<http://marketplace.broadsoft.com>): MobileMax's Enterprise Edition Mobile Client and the GotVoice voicemail-to-text solution.

"Voice communications and the supporting systems are evolving quickly. To have the Xtended Marketplace recognized by the industry as an innovation driver and leader of change is an honor," said Michael Lauricella, Director of BroadSoft Xtended. "More than 300 developers have joined the Xtended Developers Program to build voice mashups for the more than 6 million end-users of the BroadWorks® VoIP application platform. This award and new solutions like those from MobileMax and GotVoice validate the fresh approach to service creation that the Xtended Marketplace brings to the telecom industry."

New Voice Mashups

The GotVoice Voicemail-to-Text service, developed by Kirkland, Wash.-based GotVoice, converts voice messages into text and delivers them via email. This enables users to quickly scan and digest their voicemail at a glance, improving productivity and accessibility. With the GotVoice solution, BroadWorks users can:

- Receive their voicemail as text and digital audio in their email inbox
- Add their mobile and landline phones to receive as text and digital audio
- Archive all of their voicemail text and audio on their personal GotVoice.com account

"Partnering with Broadsoft and Xtended Marketplace will help us bring our Voicemail-to-Text Solutions to an even wider set of businesses and consumers," said GotVoice CEO Curt Blake. "Millions of voicemails have already been processed through GotVoice technology and delivered via email and SMS text for users to quickly absorb. We are excited to extend our offerings to BroadSoft partners and customers as well."

Developed by MobileMax, with US operations in Wilton, Conn., the MobileMax client is a fixed-mobile convergence (FMC) software application that resides in the user's mobile device and extends the BroadWorks calling functionality to mobile handsets. The MobileMax client allows users to:

- Use a single number for mobile devices and deskphones
- Use a single voice mailbox, eliminating the need to manage multiple voicemail systems
- Route mobile calls through their company's BroadWorks-based phone networks for reduced costs

"We think that the hundreds of BroadSoft service providers will be interested in our MobileMax Client-which is supported on more than 500 phone models-for a true enterprise FMC solution that allows users to route mobile calls over their BroadWorks-based networks for secure, lower cost calling," said Perry Nalevka, Director of Business Development for MobileMax. "The BroadSoft Xtended Marketplace is a great way to showcase our client to this highly coveted audience."

BroadSoft Xtended Marketplace, the first of its kind for the telecommunications industry, was launched in March

to drive the integration of voice with Web 2.0 technologies. The initiative has spurred the creation of voice mashups with leading business and consumer applications, including salesforce.com, WebEx, Lotus Notes, ACT! by Sage and PhoneTag. Newly created mashups are available to BroadSoft's nearly 300 service providers in 59 countries.

"The BroadSoft Xtended program is different from other Web 2.0 efforts in telecom," added Lauricella. "Xtended enables service providers to either create their own voice mashups or work with third-party developers to roll out new service offerings to their customer bases in months rather than years. And developers have the opportunity to monetize their applications."

For more information about BroadSoft Xtended and to post a question about any of the Xtended applications, visit <http://marketplace.broadsoft.com>.

About BroadSoft

BroadSoft® provides VoIP application software that enables the delivery of hosted telephony and multimedia services. Its award-winning flagship BroadWorks® technology empowers wireless, wireline and cable carriers to deliver next-generation voice and multimedia applications and advanced features that enable them to increase revenue, enhance competitive differentiation and elevate customer satisfaction. BroadSoft's family of carrier-class software products delivers the scale, open architecture and reliability that the world's leading telecommunications companies demand to serve mission-critical enterprise and residential broadband customers. BroadSoft provides VoIP applications to seven of the top 10 and 13 of the top 25 largest carriers worldwide, as measured by recent annual revenue, including Korea Telecom, KPN, SingTel, Sprint, Telefonica de Espana, Telstra, T-Systems, and Verizon. For additional information, go to www.BroadSoft.com.

About NXTcomm:

The Telecommunications Industry Association (TIA) and the U.S. Telecom Association (USTelecom), the two organizations that owned and produced SUPERCOMM for 18 years, have joined forces again to produce NXTcomm, which replaces SUPERCOMM as the one event delivering the entire ecosystem of network-enabled voice, video, and data. NXTcomm08 comes to the Las Vegas Convention Center June 16-19 and will co-locate with InfoComm08, the leading audiovisual business-to-business marketplace. For more information, go to www.NXTcommShow.com.

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