

Hosted Unified Communications Recognized for

Outstanding Innovation

GAITHERSBURG, MD, April 29, 2009 - BroadSoft, Inc., the worldwide leader in VoIP applications, today announced that Technology Marketing Corporation's (TMC®) Unified Communications magazine (www.uc-mag.com) has named the company's Hosted Unified Communications solution a recipient of its 2008 Product of the Year Award.

"BroadSoft® has proven they are committed to quality and excellence while addressing real needs in the marketplace. Unified Communications is pleased to grant a 2008 Product of the Year Award to their Hosted Unified Communications (UC) solution," said Rich Tehrani, TMC President and Editor-in-Chief of Unified Communications magazine. "We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from BroadSoft in the future."

BroadSoft's Hosted UC enables service providers to deliver powerful communications solutions to enterprises in a software as a service (SaaS) model. It combines the Microsoft Solution for Hosted Messaging and Collaboration (HMC) Version 4.5 with BroadSoft's Hosted Business Telephony. The solution provides one platform for voice, presence, instant messaging, video or web conferencing, allowing an employee to work anywhere and collaborate in real-time.

"UC is quickly becoming the holy grail of enterprise communications for its ability to transform business processes and increase workforce productivity. Unfortunately, small and medium-sized businesses (SMBs) are unable to realize its power due to the high cost and complexity of deploying an on-premise solution," said Alex Doyle, senior director of solutions at BroadSoft. "BroadSoft's hosted solutions eliminate this burden, thus enabling companies of any size to reap the benefits of advanced communications solutions. UC is not just for large enterprises anymore."

"In the current economic climate, it's important that SMBs have access to UC solutions that help them enhance their productivity with the resources they have," said Alex Danyluk, industry director, global telecom business for the Communications Sector at Microsoft Corp. "Hosted UC from BroadSoft and Microsoft allow service providers to offer the advantages of software plus services, enabling SMBs to decrease infrastructure costs, improve productivity, and enhance communications integrated with their applications and processes."

About BroadSoft

BroadSoft® provides VoIP application software that enables the delivery of hosted telephony and multimedia services. After the 2008 acquisitions of Sylantra and the GENBAND M6 product line, BroadSoft has emerged as the undisputed market leader of VoIP application servers. BroadSoft's family of carrier-class products, including 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 products deliver 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 nine of the top 10 and 14 of the top 25 largest carriers worldwide, as measured by recent annual revenue, including KPN, Korea Telecom, Qwest, SingTel, Sprint, Swisscom, Telefonica de Espana, Telstra, T-Systems, and Verizon. For additional information, go to www.BroadSoft.com

About Unified Communications magazine

Launched in July 2007, Unified Communications magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of Unified Communications magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. Unified Communications has a readership of 100,000. For more information, please visit www.uc-mag.com.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN Magazine. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. Ranked 2,724 by Quantcast, TMCnet is in the top .03% most visited Web sites in the US. In addition, TMC produces ITEXPO, 4GWE Conference, Digium|Asterisk World and Communications Developer Conference. TMC also recently launched new industry-specific Web sites: IT.TMCnet.com, Cable.TMCnet.com, Robotics.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com. For more information about TMC, visit www.tmcnet.com.