

BroadSoft Announces New Developers Program for Mashups of Carrier-Grade Voice Applications

BroadSoft Xtended APIs Enable Developers to Marry VoIP with Unified Communications Solutions and Leading Web 2.0 Business and Consumer Applications

SAN FRANCISCO, April 24, 2008 - BroadSoft, Inc., the leading provider of VoIP application software, today launched the BroadSoft Xtended Developers Program. The program allows software developers to integrate BroadSoft's carrier-grade voice applications with unified communications solutions and leading Web-based business and consumer applications such as Facebook and Salesforce.com. BroadSoft announced the Developers Program at the Web 2.0 Expo, produced by TechWeb and O'Reilly Media, in San Francisco.

The BroadSoft Xtended Developers Program provides an application development portal (<http://developers.broadsoft.com/>) that houses application programming interfaces (APIs), sample code and documentation, along with social networking features such as forums and blogs to facilitate interaction within the Xtended developers community. Placing these applications on BroadSoft's Xtended Marketplace provides immediate revenue opportunities for developers.

"Businesses around the world are demanding innovations in voice-enabled solutions," said Michael Lauricella, director of BroadSoft Xtended, the company's Web 2.0 initiative. "The Xtended Developers Program will foster revenue-generating relationships between our service provider customers and application developers."

The Developers Program is part of BroadSoft Xtended, an initiative created to drive new, innovative applications into the hands of BroadWorks® VoIP application platform service providers and end-users. BroadSoft's BroadWorks is recognized by telecom industry analysts as the leading Voice over IP (VoIP) application platform and is used by hundreds of telecom service providers to deliver advanced voice features to business and residential customers.

Newly created mashups are available to BroadSoft's nearly 300 service providers in 56 countries and their six million customers through the BroadSoft Xtended Marketplace (<http://marketplace.broadsoft.com>). The first of its kind for the telecom industry, the Xtended Marketplace already features multiple new applications for download and purchase, including mashups for social networking site Facebook, CRM solution Salesforce.com, Web conferencing service WebEx and the ACT! by Sage customer-management program.

Major telecommunications companies including Sprint, Telefonica de Espana, Verizon and Cox Communications use BroadSoft's carrier-grade VoIP technologies to deliver advanced voice and video-calling services to enterprises and consumers. BroadSoft Xtended enables service providers to extend their voice services into social networking and business applications used daily by their customers.

"Already, some developers have been engaged by our service-provider customers after posting their mashups on the Xtended Marketplace," said Omar Paul, who manages the Xtended Developers Program. "That's what sets our developers program apart from others: We have a customer base of

hundreds of service providers and millions of end-users willing to pay for new apps that add value to solutions they use every day."

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.