

JoeDeveloper.NET uses BroadSoft's Broadworks to Create First Carrier-Grade VoIP Application on Facebook Platform

New BroadSoft Xtended Developers Program spurs creation of Web 2.0 mashups with BroadWorks advanced voice applications

SAN FRANCISCO, WEB 2.0 EXPO, April 22, 2008 - JoeDeveloper.NET, a voice services application developer, and BroadSoft, Inc., a leading provider of VoIP application software, today announced the launch of the first-ever mashup of carrier-grade VoIP features with Facebook®. JoeDeveloper.NET's Facebook application, called Click2Message, integrates with BroadSoft's award-winning BroadWorks® VoIP application platform. With Click2Message, Facebook users can enable their friends and colleagues to call them via their Facebook profiles with just one click.

The Click2Message application enables click-to-dial calling using any device-home phone, mobile or office desk phone. Facebook users can add the application to their profile pages, allowing their networks of friends and business connections to call them, without revealing their own phone numbers to the caller. The basic version of the Click2Message application is now available free of charge to any U.S.-based Facebook user.

"This is the first Facebook application to bring high-quality, carrier-grade VoIP to Facebook users," said Joseph Farrar, president of JoeDeveloper.NET, located in Las Vegas. "With this application, users not only get a handy feature that streamlines their communication with friends and colleagues-they get the caliber of service offered by the BroadWorks platform."

JoeDeveloper.NET is part of the new BroadSoft Xtended Developers Program (<http://developer.broadsoft.com>), which gives developers access to APIs for the creation of new applications integrated with BroadSoft's BroadWorks advanced voice features. The Click2Message Facebook application is available on both Facebook and BroadSoft's Xtended Marketplace (<http://marketplace.broadsoft.com>), an online portal where developers can promote their mashups to the millions of BroadSoft global end-users and its hundreds of service provider customers.

Telecom service providers use BroadSoft's VoIP application software to deliver IP-based communications services to businesses and consumers. A sample of BroadSoft's nearly 300 customers includes Tier 1 carriers Verizon, Etisalat (UAE) and Cable & Wireless Jamaica, and competitive operators SimpleSignal, XO Communications and Internode (Australia).

"JoeDeveloper's Click2Message application exemplifies the spirit of the Xtended Developers Program," said Michael Lauricella, director of BroadSoft Xtended, the company's Web 2.0 initiative. "It's an example of an enterprising developer coming up with an application that can then be used by a potential audience of millions of end-users."

"Our Xtended Developers Program was built to help developers monetize their apps," continued Lauricella. "That's what is happening with JoeDeveloper.NET, which has been contacted by some of our

service provider customers about developing customized versions of his Facebook application for their consumer services subscribers."

JoeDeveloper.NET will soon release a premium version of Click2Message that will include the following advanced features:

- Low-cost outbound calling
- Call forwarding
- Do Not Disturb
- Voicemail-to-text transcription

Visit the BroadSoft Xtended booth (#220) at Web 2.0 Expo from April 23 to 25 for a live demo of the Click2Message Facebook application.

About JoeDeveloper.NET

JoeDeveloper.NET is made up of a few like-minded, highly skilled developers with the goal of providing reliable, .NET web- and Windows-based application solutions to solve existing issues and provide new revenue streams. For more information, visit <http://www.joedeveloper.net>.

About the BroadWorks Platform

BroadSoft's IMS-compliant BroadWorks® platform provides a comprehensive range of VoIP applications, including Hosted Unified Communications, Mobile PBX, Business & SIP Trunking and Residential broadband services fully integrated into a single VoIP application platform. BroadWorks is capable of providing these applications with the reliability, redundancy, scalability and regulatory capabilities required to deliver carrier-class service.

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 7 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.