SPECTRUM
COMMUNICATIONS
YOUR TECHNOLOGY ADVOCATE

Tom Cordell
President
Spectrum Communications

Spectrum Communications Develops Customer Advocate Department to Provide Valued Customers with an Even Higher Level of Service and Satisfaction

Customer Advocates to Help Businesses Take Advantage of Leading Technology to Increase Profitability and Give Them a Competitive Advantage

SANTA FE, NM — July 26, 2007 — Spectrum Communications, an industry leader in telecommunications, announced today that the company has developed a new department to provide current and prospective customers with an even higher level of service and satisfaction. The Customer Advocate Department will help businesses of all sizes take advantage of leading communications technology to increase profitability, enhance productivity, and give them a competitive advantage in their marketplace.

"We conducted a thorough needs analysis of our vast customer base and found that companies were interested in learning more about the latest developments in communications, find creative ways to reduce costs, and obtain a better understanding of how to efficiently utilize technology to grow their organizations. However, these same companies didn't have the means, resources, or expertise to stay at the forefront of advancements in technology," said Tom Cordell, president of Spectrum Communications. "This attitude is very different than recent years when executives were only concerned with plugging in the equipment and letting them run on their own. Technology is changing so rapidly that in order to remain competitive one has to adapt and maximize it to the fullest extent or they may not be around tomorrow."

The mission of Spectrum Communications' Customer Advocate Department is to engage the telecommunication company's customers and proactively make them aware of technologies that they haven't currently adopted which could greatly benefit their business. Some examples of these technologies include Voice over Internet (VoIP), call accounting, web and audio conferencing, GPS tracking systems for company vehicles, voice recognition, and digital surveillance systems. Through its strategic partnerships with leading industry providers like BandTel, Ultimate Software, IPx Connect, Network Car and MG Security Systems, Spectrum Communications can easily coordinate and implement numerous solutions, which in most cases will have an immediate impact on the performance of any company. Each Customer Advocate will communicate critical information via online technology seminars, ongoing email newsletters, and one-to-one communication.

"We strongly believe that our Customer Advocate Department will keep our customers educated on an ever changing technological environment and enhance the performance of their business," added Mr. Cordell. "Our objective is to assist our customers in bridging the gap to technology and design a game plan to successfully implement it within their companies. Our success depends on those businesses we serve and I feel it is Spectrum Communications' duty, as their strategic telecommunications partner, to provide an avenue that will help them experience significant success."

ABOUT SPECTRUM COMMUNICATIONS

Founded in 1985, Spectrum Communications is a locally owned, full-service technology company servicing New Mexico with offices in Santa Fe (505) 474-4100 and Albuquerque (505) 888-6464. As technology marches on, digital voice and data networks have "converged" into integrated computer/telecommunications systems that offer many advantages versus traditional analog telephone systems. By employing these latest technological advances, businesses will help to ensure their success –improving their productivity and increasing their "bottom line". Spectrum Communications evaluates the communications needs of its customers/partners and implements customized state-of-the-art technology solutions. Through emerging technology we help our clients gain a competitive edge and increase their revenues.

To implement these solutions, Spectrum Communications employs staff who are licensed and certified and are experienced in the installation and repair of low-voltage cabling, traditional telephone and voice mail systems. Spectrum holds a New Mexico Contractor license and is insured and bonded. Spectrum is a Microsoft Partner and a certified dealer for ShoreTel (pure VOIP solutions), NEC (converged solutions) and Vodavi (traditional), offering communications systems that can accommodate large VoIP solutions with multiple sites. Customers are thoroughly trained in every component of their system by Spectrum Communications highly experienced customer service team.

The company's local dispatch center delivers round-the clock service to ensure system reliability. Spectrum Communications also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Spectrum Communications, call (505) 474-4100 or visit www.spectrum-nm.com.