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**FOR IMMEDIATE RELEASE**

## **BUCKEYE TELESYSTEM EMBRACES INNOMEDIA ESG FOR SIP TRUNKING**

**MILPITAS, CA (November 03, 2011)**—InnoMedia, the leader in innovative VoIP appliances, today announced that Buckeye TeleSystem has selected InnoMedia for its SIP trunking service for Enterprises. SIP trunks provide the same level of quality at a much lower price per circuit when compared to conventional analog phone circuits and are incrementally scalable in real time without the need to install new lines.

The InnoMedia ESBC line of enterprise SIP gateways (ESGs) offers service operators the ideal product for delivering scalable, QoS-managed SIP Trunking and Hosted PBX services to their business customers, including support for traditional PBXs with a PRI connection. It is the ideal solution for integrated SIP Trunking and Data Services to the enterprise customer. InnoMedia's ESBC 9328-4B used by Buckeye TeleSystem offers Back-to-Back User Agent (B2BUA) for reliable SIP Trunk services to customers who have different IPPBXs, SIP ALG for customers who need hosted PBX IPPhone services, a bridge port for high-speed data, a router port with RIPv2 for static IP addresses, an internal battery for power backup, and business friendly primary line VoIP FXS ports.

“We insist on utmost quality and reliability when it comes to our network, and InnoMedia’s ESBC 9328, 9380 and 8528 met all of our requirements for functionality and robustness,” said Adam Hashi, Manager of VoIP Engineering for Buckeye TeleSystem. “The InnoMedia ESBC product family provides a SIP protocol-level forking capability which allows us to offer hosted voice services supporting a single SIP user account for multiple IP end devices.” Hashi added, “The ESBC's next hop static routing further enables us to provide SIP trunking services to a customer having a PBX in one city and IP phones & gateways in another location, perhaps thousands of miles away. We trust InnoMedia product innovations and their customer service to be in line with our need to deliver the best value to our customers.”

“InnoMedia’s extensive gateway portfolio has been used by Buckeye TeleSystem to provide VoIP services to its customers for several years with great success. Adoption of the InnoMedia’s ESBC line of Enterprise SIP gateways (ESGs) further solidifies a mutually beneficial relationship between our companies,” said Dr. Nan-Sheng Lin, President of InnoMedia.

In addition to managed MTAs and ESBCs, InnoMedia also offers a comprehensive line of VoIP products including cable modem integrated eMTAs, IP PBXs, IP Phones, and a complementary Element Management System (EMS).

#### About InnoMedia:

Founded in 1995, InnoMedia is a privately owned multinational organization with operations in the United States, Singapore, Taiwan and China. The company delivers Internet, broadband access IP Telephony, and SIP Trunking solutions to Cable MSOs, broadband service providers and distribution partners. InnoMedia has the most advanced, award-winning portfolio of IP Telephony solutions available in the market today, delivering high-quality voice and video over any IP network. For more information on InnoMedia, visit the company's website at [www.innomedia.com](http://www.innomedia.com).

#### About Buckeye TeleSystem ([www.buckeye-telesystem.com](http://www.buckeye-telesystem.com)):

With a customer-centric mission, Buckeye TeleSystem is the dominant communications provider for commercial customers primarily in the Northwest/North Central, Ohio and Southeast, Michigan areas. Established in 1994, Buckeye TeleSystem maintains superior customer satisfaction by providing a wide array of integrated communication services and solutions delivered across their highly-advanced fiber SONET and carrier-grade Ethernet core network. As a result of having an advanced Network Operations Center, many Buckeye TeleSystem customers have acquired co-location services, allowing them to establish a disaster recovery location.

With an eye to the future, Buckeye TeleSystem continues to roll out advanced services and bundles to its customers. Utilizing Session-Initiated Protocol (SIP), offerings such as Hosted Stations (Hosted IP-Centrex), SIP Trunks, enterprise call center, high-definition voice, and unified messaging are all available under the Epiphany Integrated Communications product suite. With options for private or public IP transport, not only are Epiphany services available to businesses within their primary service area, but virtually anywhere across the globe!

Buckeye TeleSystem is a subsidiary of privately-owned Block Communications, Inc., whose other holdings include Buckeye CableSystem ([www.buckeyecablesystem.com](http://www.buckeyecablesystem.com)) a multiple system cable operator in the Toledo/Sandusky, OH area, and the Toledo Blade ([www.toledoblade.com](http://www.toledoblade.com)) and Pittsburg Post-Gazette ([www.post-gazette.com](http://www.post-gazette.com)) daily newspapers.