



FOR IMMEDIATE RELEASE

## **Vertical Communications Appoints Ben Treadway Executive Vice President**

*In new leadership position, will oversee direct sales for recently merged companies while remaining CEO for Fulton Communications*

**Santa Clara, Calif., June 11, 2014** — Vertical Communications®, a leading provider of business communications software and solutions, announced that Ben Treadway has been named executive vice president, responsible for Vertical's direct sales and service organization. Treadway will also retain his current position as chief executive officer for Fulton Communications, a wholly owned subsidiary of Vertical Communications after the recently announced merger of the two companies. Treadway's appointment as executive vice president is effective immediately.

Treadway brings a long and distinguished career to Vertical, which began in 1979 when he started as a sales representative with Dictaphone and quickly rose through the ranks to branch manager. He then joined Executone as a sales manager in 1982, where he spent the next decade in various sales, managerial and executive capacities. Treadway ventured out on his own in 1993 when he opened American Telecom, an Atlanta-based systems integrator, which he sold to Inter-Tel in 1996. He then joined that organization as general manager of Inter-Tel's Atlanta branch. He subsequently spent the next 10 years with Inter-Tel, culminating with his elevation to senior vice president for the company's Eastern Region.

After leaving Inter-Tel, Treadway acquired Fulton Communications, an Atlanta-based systems integrator, and developed it into a market leading national communications solutions provider. Since spearheading a buyout of Fulton's ownership in 2006, Treadway grew its annual revenue nearly 600 percent. He also paved the way for Fulton's partnership with Vertical, where it ranked first in sales for the past two years as a Vertical Diamond Dealer.

"I can't think of anyone in our industry who has achieved the level of success that Ben has had. He knows how to build a growth business and has proven it time and again with great results," said Peter Bailey, Vertical's chief executive officer. "We expect nothing less of Ben as he joins our team to directly oversee the aggressive expansion plans we envision for our

direct sales and service business. Ben is a proven winner, and I'm thrilled to have him join the team."

In addition to his new position at Vertical, Treadway will retain his chief executive officer position for Fulton Communications, and will work out of its Atlanta headquarters.

"It is a privilege to join the staff at Vertical, many of whom I've had the good fortune of working with in the past," said Treadway. "Vertical is committed to building the industry's most customer-centric sales force, and we will work diligently to ensure that all Vertical partners have the resources to serve the needs of their customers."

### **About Vertical Communications®**

Vertical Communications, Inc. is a provider of unified communications (UC) and IP telephony solutions and services to enterprise and business customers throughout North America and Europe. The Company's flagship UC product - Wave IP - offers comprehensive integration into enterprise CRM, ERP, mobile and other critical enterprise systems, enabling companies to better communicate and serve customers; promote collaboration among employees and partners; as well as provide deep insights into customer communications through business intelligence and management tools. In addition, Vertical provides managed services, project management, custom development, deployment and enterprise support services. Together, the Vertical portfolio enables complete, turnkey deployment and management of voice infrastructure, software, enterprise integration and ongoing support. Vertical sells its products and services to business customers with a focus on vertical markets including retail, health care, state and local government, and other customer-facing industry segments where customer experience is a primary focus. The Company's recent acquisition of Fulton Communications (June 2014) provides the company with direct sales and professional services in over 25 metro markets in North America which, in combination with Vertical's over 250 channel partners, provide the Company with broad North American and European reach. Vertical is a privately held company headquartered in Santa Clara, CA. For more information, visit [www.vertical.com](http://www.vertical.com).

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