

For Immediate Release

Contact: Adrian Shatku  
+1-212-845-9095  
[ashatku@unificom.com](mailto:ashatku@unificom.com)

## **Telecom Italia Sparkle Selects UNIFI for International Voice Services**

**New York, NY - April 24, 2007** – UNIFI Communications ([www.unificom.com](http://www.unificom.com)), leading provider of enhanced telecommunication services, today announced that Telecom Italia Sparkle, a wholly owned subsidiary of Telecom Italia focused on international services, has selected UNIFI for international voice services. This interconnection with Telecom Italia Sparkle enables UNIFI to complete mobile and fixed calls to Italy with higher route quality and stability while enabling Telecom Italia to route international voice traffic over the UNIFI Network.

UNIFI has expanded its direct routes with this agreement while enhancing its ability to deliver improved call completion rates and longer average call duration, which helps to increase average revenue per user for its customers around the world.

"We are delighted to be trusted by Telecom Italia Sparkle. With this agreement, we have grown our network in Europe and expanded our ability to complete fixed and mobile calls to Italy" said Adrian Shatku, President and CEO of UNIFI. "We are continuously growing our partners across the world in order to provide higher call quality to our customers. We are focused on offering competitive prices, high quality and stability and to take advantage of the benefits that VoIP provides to connect to the rest of the world".

Telecom Italia Sparkle, headquartered in Rome, Italy, has a worldwide commercial presence to provide best cost, best performance services to the main players in the international telecommunication world including fixed and mobile operators, ISPs and, in synergy with Telecom Italia, multinational companies. By interconnecting its network with the UNIFI Network, Telecom Italia Sparkle will be able to enhance its margins and revenue from inbound international traffic while having immediate access to the UNIFI global VoIP network, which comprises more than 100 countries.

"As one of the world's foremost players in the international IP services market, it is important for us to choose right partners in order to reach to the customers around the

world” said Alessandro Falconieri, Carrier Relations Manager, Telecom Italia Sparkle. “We are very excited to partner with UNIFI and take advantage of their VoIP expertise and global footprint to meet the strong demand for international voice services”.

### **About Telecom Italia Sparkle**

Telecom Italia Sparkle, a wholly owned subsidiary of Telecom Italia SpA, was established in 2003 with the objective of developing and consolidating the Italian Group's international wholesale and retail business. Telecom Italia Sparkle is a full service provider, offering a complete range of solutions spanning voice services, IP, bandwidth and managed data services for fixed-line and mobile operators, ISPs and multinational corporations. For more information, please visit [www.telecomitaliasparkle.com](http://www.telecomitaliasparkle.com)

### **About UNIFI**

UNIFI Communications, headquartered in NY, USA, is one of the largest carriers of international voice traffic and a leading provider of enhanced telecommunication services, applications and telephony products in the world. UNIFI's products include voice inbound/outbound transit, data transport, VoIP platforms and fixed and mobile infrastructure solutions. UNIFI successfully manages international gateway for its customers by providing the medium for the majority of the telecom operators throughout the world. Total active subscribers in our network currently using UNIFI services have grown to more than 100 million subscribers. UNIFI's more than one billion minute annual traffic run rate makes it one of the largest IP international carriers in the world. For more information, visit UNIFI on the Internet: [www.unificom.com](http://www.unificom.com)

- end -