

NEWS RELEASE

FOR IMMEDIATE RELEASE

**Virtual Hold Technology and MAC Source Communications Partner  
to Extend the Availability of Virtual Queuing Solutions**

Akron, Ohio — March 30, 2010 — Virtual Hold Technology<sup>®</sup>, LLC (VHT), recently reached an agreement with complete solutions provider MAC Source Communications to sell the Virtual Hold queue management solution to its clients. MAC Source Communications is a Platinum Business Partner of Avaya's, a leading global provider of communications networks and services for businesses.

"Comprehensive solutions providers like MAC Source Communications are perfect partners for VHT," said Jeremy Starcher, vice president of business development, VHT. "MAC Source's national network and technical and business expertise will help bring the Virtual Hold solution to even more companies who want to improve their customers' experience in the contact center."

VHT's virtual queuing technology helps eliminate hold time in contact centers worldwide. When hold time is more than a few minutes, the Concierge<sup>®</sup> solution informs the customer of the estimated hold time and then offers to hold the customer's place in line and call them back when it's their turn to speak to a customer service representative. Scheduled callbacks, Web site integration and outbound notification are also available.

"We design our custom solutions to be as customer-friendly and operationally sound as possible. No one likes waiting on hold, but unforeseen events can cause hold time in the contact center," said Tim McDermott, president, MAC Source Communications. "By adding the Virtual Hold solution to our ever-evolving offerings, we now have the perfect solution for clients who may have spikes in call volume or need scheduled callbacks when the center is closed."

VHT is a member of the Avaya DevConnect program – an initiative to develop, market and sell innovative third-party products that interoperate with Avaya technology and extend the value of a company's investment in its network. The Virtual Hold software is compliant with key Internet protocol (IP) telephony and contact center solutions from Avaya, a leading global provider of business communications applications, systems and services.

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**About MAC Source Communications**

MAC Source Communications Inc. is a complete solutions provider, headquartered in Syracuse, N.Y., with branch locations across NY State as well as Chicago, Ill. MAC Source's core business is the design, implementation and ongoing support of converged communications products and services. Specializations include IP telephony, unified messaging, contact center, mobility applications and other IP network services. For more information, please visit [www.macsourceinc.com](http://www.macsourceinc.com).

**About Virtual Hold Technology**

Virtual Hold Technology<sup>®</sup> (VHT) is the leading developer of virtual queuing solutions for Fortune 1000 clients. Since its inception in 1995, VHT's patented, award-winning virtual queuing technology has provided return call solutions focused on enhancing the customer experience for financial services, energy/utility, insurance, telecommunications, cable, wireless and retail corporations such as IBM, Bank of America, T-Mobile, Aflac, AT&T, Banco Popular, Verizon, Pacific Gas and Electric Company, Southwest Airlines, Time Warner Cable and AVON. To learn how VHT's virtual queuing solutions can help increase customer satisfaction and reduce contact center costs, visit [www.virtualhold.com](http://www.virtualhold.com) or call 877-886-8187.

**Free Interactive Demonstration: 888-412-2214**

Experience what your customers experience with Virtual Hold<sup>®</sup> solutions.

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