



ESI sales regions expand to better serve Resellers

Communications systems manufacturer offers unprecedented levels of service

PLANO, TEXAS, JANUARY 9, 2009 — Estech Systems, Inc. (ESI), a leader in digital and IP business communications systems, today announced the expansion in the number of sales regions supporting ESI Certified Resellers, to support revenue and customer growth.

“This expansion provides ESI Resellers a higher level of service during these difficult economic times,” said Pam Hughes, ESI’s Vice President of Sales and Marketing. “ESI has always been dedicated to our Reseller channel; but, with this expansion, we have refocused our resources to offer unprecedented levels of service.”

During 2008, ESI maintained a strong level of revenues and was successful in adding a significant number of high-quality Resellers. Looking forward, the new territory structure will let ESI’s dedicated inside and outside sales resources provide higher levels of service to current and new Reseller accounts. This level of service, matched with ESI’s pre-sales specialists, networking specialists, field sales engineers, and world-class technical support, will make doing business with ESI easier than ever.

Customer focus is nothing new to ESI, which always chooses Resellers carefully, controlling the quality and quantity of Resellers in any given market. The prudent selection process minimizes channel conflict and maximizes the opportunity and profit for channel members. ESI even utilizes its Reseller Quality Program to measure the quality of Resellers, using first-hand feedback from end users.

“Even with the current economic outlook, ESI expects to have a strong year in 2009 and will continue to add Reseller customers, grow revenues, and maintain profitability, just as we have for over 21 years,” commented Doug Boyd, ESI President and Chief Operating Officer. “Our new regional structure will only add to our success.”

About ESI

ESI (Estech Systems, Inc.) designs and manufactures business communications systems and components. ESI’s systems offer advanced technological design and ease-of-use, yet are very cost-competitive. The product line includes ESI Communications Servers, which support both digital and IP technologies in any desired combination. ESI’s business communications systems are sold through hundreds of factory-trained Certified Resellers. Founded in 1987, ESI is a privately held corporation with headquarters in Plano, Texas. Any registered trademarks or trade names mentioned herein are the property of their products’ or services’ respective owners. ESI communications systems are protected by various U.S. Patents, granted and pending. Product details are subject to change without notice.

For more information about ESI and its products, visit www.esi-estech.com.