



## **The Telephone Man Assists Small to Mid-Sized Companies Facing the Challenges of the Recession with an Innovative Technology Buy Back Program**

*Current Technology Assurance Plan's (C-TAP) Buy Back Option is Gaining in Popularity Due to the Economic Slowdown*

HARRISONBURG, VA — May 29, 2008 — The Telephone Man, Inc., an industry leader in business communications, announced today that the company is assisting the region's small to mid-sized companies facing the challenges of the recession with an innovative technology buy back program that's becoming increasingly popular. The Telephone Man, Inc. has generated greater awareness to the company's Current Technology Assurance Plan's (C-TAP) Buy Back Option. This unique program enables The Telephone Man, Inc. to offer cash back to a customer for their existing communications system. By taking advantage of this valuable opportunity, companies will enjoy all of C-TAP's benefits, while reinvesting the money they receive from The Telephone Man and their strategic partner GreatAmerica Leasing Corporation back into their business where they need it most to weather the current economic environment.

"Talk to almost any business owner and they will tell you that they're preparing for the worst," said Walter Carr, president of The Telephone Man. "We're offering a tremendous program that will put cash back into the hands of these businesses so they can continue to grow regardless of the economy. Plus, they will reap all of the advantages that C-TAP has to offer."

Since its inception in 2005, C-TAP has become the telecommunication industry's most innovative program. C-TAP ensures that the technology and information systems of small to mid-sized companies remain current. C-TAP encourages companies to incorporate the

latest in technology through refresh that begins in 24 months without a change in their fixed monthly payment. In addition, new equipment and applications are installed without labor charges. Technology can be added as needed within a fixed cost that can be absorbed by an organization's operating budget.

When companies originally bought for a cash price opt for the Buy Back Option they automatically become a part of C-TAP. The age of the system will determine the amount of cash back they will receive from The Telephone Man, Inc.. When the transaction occurs, the customer makes monthly payments reversing the original outlay for system's large capital investment. In order to qualify for the Buy Back Program, The Telephone Man's customers will need to meet specific criteria including credit approval from GreatAmerica.

Companies that take advantage of the C-TAP program will immediately receive an array of benefits including unlimited in-house moves and changes, unlimited remote programming, routine software upgrades, call accounting analysis, storage system and backup, priority queuing for adds, moves, changes, a guarantee of inventory on hand, preferred maintenance, and periodic replacement of handset and station cords. C-TAP also provides businesses with professional services such as unlimited training, annual audit of connectivity charges, and annual preventative maintenance visits.

"Technology has to do two things in order for any business to embrace it," added Mr. Carr. "One is to increase profitability the other is to give a competitive advantage. This is even more prevalent during times of a recession. C-TAP essentially gives companies the freedom to manage their

capital wisely now and moving into the future, while not having to worry about losing competitive advantages because they're utilizing antiquated technology."

### **ABOUT THE TELEPHONE MAN, INC.**

The Telephone Man, Inc. has been providing excellence in communications since 1993. The company's foundation is built on honesty and integrity and its goal is to exceed the expectations of every customer.

The Telephone Man employs highly talented telecommunications professionals that are factory trained and certified on all products the company offers. The company's marketing team acts in a consultative manner through extensive evaluation of every customers' communications systems and provides solutions that help increase efficiency, improve profitability, and give businesses a competitive advantage in their marketplace. The Telephone Man's engineers design communications networks that serve organizations now and well into the future.

The company has partnered with nationally recognized telecommunications manufacturers such as NEC and IBM to provide equipment that meet customer needs. The Telephone Man's service department is available 24 hours a day, 7 days a week to ensure continued satisfaction.

A telecommunication system is the core of every business and The Telephone Man is dedicated to keeping companies connected so they can provide excellent customer service to their clients. For more information on The Telephone Man, Inc., please call (540) 432-1385 or visit us at [www.ttmol.com](http://www.ttmol.com).