

PRESS RELEASE

ViNO STRENGTHENS CONNECTION WITH RESELLERS

Matrix ViNO launches selective Tier 1 partner programme – Be Connected - to invest in business for resellers

2nd February 2007, Rainford, UK – Matrix Communications, the wholly owned subsidiary of Calyx Group plc, has announced an exciting channel development in its ViNO (Virtual indirect Network Operator) division. ViNO, the independent provider of value-added voice, data and Internet products from the leading UK telecommunication carriers, has launched the “Be Connected” partner programme for resellers of carrier connectivity. The programme, aimed at resellers who invest in achieving ‘Top Tier’ status, will seek to proactively generate sales leads, directly support resellers in securing new business, and offer extensive training support.

“With carriers actively consolidating their channels, many resellers face increased difficulty in achieving a healthy margin from dealing directly with them,” said Dave Everest, Sales Director of the ViNO Division at Matrix Communications. “We leverage our established carrier relationships to offer partners extremely competitive pricing, while the independent skills and knowledge we hold provide partners with a platform for higher revenues, wider margins, and reoccurring revenues. By offering fully managed carrier services under the resellers’ brand we help them to forge stronger relationships with their customers.”

The ‘Be Connected’ partner programme is designed to rationalise the present number of over 100 ViNO resellers down to a select number who agree a “non contractual commitment” to invest in a relationship with ViNO. In return, ViNO will actively generate opportunities for partners and facilitate these with higher levels of pre and post sales support and training than previously available, to help close the sale. The ViNO division has long-established exclusive agreements with carriers such as BT that realise annuity-based income for resellers over the lifetime of each contract. Other carriers in partnership with the ViNO division include Tiscali, NTL/Telewest, Colt, Easynet and Global Crossing.

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“Many VARs and systems integrators feel increasingly disconnected from carriers, particularly when carriers start positioning themselves as aggressive competitors inside the end-user sales environment and abandoning their direct channel relationships,” added Everest. “The ViNO division is solving this conflict, complementing whatever skills and resources our partners require in order to deliver differentiated managed carrier services. The new Be Connected programme will encourage even closer and more mutually prosperous relationships with our partners.”

A critical theme of the Be Connected programme is its goal to ‘skill-up’ resellers. As well as providing comprehensive training on the range of available carrier services, ViNO will facilitate access to training for other important elements of the reseller’s business, such as Microsoft, Citrix and Cisco certification/accreditation and a suite of discipline-specific courses on security, networking and telecoms.

“Carrier services generate important revenue streams for us, and dealing with Matrix ViNO has helped us to continue to realise these benefits without the potential headache of dealing direct with carriers that simply do not know how to support the channel,” said Simon Pollard, Managing Director, Intouch Advance. “With their improved partner programme ViNO have answered the call from the channel and shown a real commitment to developing channel relationships.”

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About the ViNO division of Matrix Communications

Matrix Communications is a wholly owned subsidiary of Calyx Group Plc; Ireland & the UK’s leading ICT Company. The ViNO (Virtual Indirect Network Operator) indirect division of Matrix Communications is an independent provider of value added voice, data and Internet products from the leading telecommunications carriers in the UK. Headquartered at Rainford in Merseyside, with a 24/7 Network Operations Centre (NOC) based near London, the ViNO division provides channel partners with a platform for higher revenues, wider margins, reoccurring revenue dividends and a more valuable relationship with their end customers.

Recognised as a strategic partner to many of the leading VARs and systems integrators in the industry, the ViNO division provides these organisations with valuable carrier relationships and product skills wholly complementary to those owned in-house.

About Calyx Group plc

Calyx is the largest single-source provider of information and communication technology (ICT) network solutions throughout Ireland and the UK and includes the largest technical training operation in Ireland, the most respected security company and one of the most successful system integration companies in the business. Calyx is headquartered in Dublin and has offices in Cork, Limerick, Dun Laoghaire, Belfast, Swindon, Widnes, Leicestershire and London.

For further information contact:

Mark Waite / David Evans

Cohesive Communications

T - 01291 626200

E - matrix@cohesive.uk.com