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**Transera Communications President and CEO to Keynote Premier
Technology Event for Contact Centers
*Prem Uppaluru Discusses Global IP Call Center Deployment
at Call Center 2.0 Conference, October 11-13, in San Diego***

NORWALK, CT (October 5, 2006) -- Technology Marketing Corporation (TMC®) today announced that Prem Uppaluru, President and CEO of Transera Communications, will deliver a keynote address at its new Call Center 2.0™ Conference, to be held from October 11-13, 2006 at the San Diego Convention Center in San Diego, California.

Mr. Uppaluru will address the key to successful deployment of global IP call centers. The keynote session is open to all registered attendees, will take place Friday, October 13th at 9:30 a.m. PST. Registration for the conference is now open at <http://www.callcenter20.com>.

Call Center 2.0 is the premier global event focusing on call center technologies, and is expected to attract as many as 2,000 attendees. The event is sponsored by *Customer Interaction Solutions* magazine, the leading magazine for Call Center executives, celebrating its 25th anniversary. Call Center 2.0 will be co-located with INTERNET TELEPHONY Conference & Expo™, held since 1999 and the world's largest and best-attended IP Communications tradeshow, which is expected to attract more than 9,000 attendees.

Mr. Uppaluru has over 25 years of experience in the telecommunications and networking industry and is a proven entrepreneur. Prior to joining Transera, Uppaluru was Executive Vice President, Voice Portal Solutions at Genesys; the position he held after Telera, the company he co-founded, was acquired by Genesys. As a result of his efforts, the Genesys Voice Portal products were awarded the top ranking in worldwide market leadership from the Gartner Group for completeness of business vision and ability to deliver compelling value to the marketplace.

“In the call center, there is a new drive to transform customer care into a global operations paradigm that spans organizations, partners, communications networks, technologies and geographies,” said Prem Uppaluru, co-founder, CEO and President, Transera Communications. “On-demand software delivered on top of existing global IP communications networks enables organizations of any size to rapidly deploy a feature-rich call center with a global community of in-house, outsourced, remote, branch office or at-home agents. This new model transcends geographic and organizational boundaries, and allows companies to transform customer care into an engine for increased brand loyalty and profitable business growth.”

Along with Prem Uppaluru's appearance, Call Center 2.0 features keynotes from Oracle, Vonexus, and Benchmark Portal. In addition, the co-located INTERNET TELEPHONY Conference & EXPO West (www.itexpo.com) features keynote presentations from AT&T,

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Aculab, Audio Codes, Lucent Technologies, Microsoft, Dash 911, Digium, Ditech Networks, Inter-Tel, Motorola, Nortel, Toshiba, and 8 x8 Inc.

Registration for the conference and tradeshow is now open at <http://www.callcenter20.com>. Vendors interested in exhibiting or sponsoring should contact Dave Rodriguez immediately at 1-203-852-6800, ext. 146 or e-mail droduiguez@tmcnet.com.

About Transera Communications

Headquartered in Cupertino, California, Transera Communications is the first company to offer an on-demand global IP call center solution for multi-sourced call centers. Seratel, Transera's award-winning software, delivered as a service, enables organizations to globalize, diversify and grow call center operations to deliver exceptional customer care with no infrastructure investment required. Transera provides an unprecedented level of visibility, control and quality management empowering organizations of any size to rapidly deploy a feature-rich call center for agents located anywhere in the world, including in-house, outsourced, remote, branch offices or at home. Transera is funded by Accel Partners, Apax Partners, and Storm Ventures. For more information, go to www.transerainc.com or call 408-873-1984.

About TMC®

Technology Marketing Corporation (TMC) publishes four print publications: *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *SIP Magazine*, and *IMS Magazine*. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 2,000 sites in the world by alexa.com*, TMCnet serves as many as one million unique visitors each month. TMC is also the first publisher in its industry to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces *INTERNET TELEPHONY Conference & EXPO*, *The Communications Developer Conference*, *VoIP Demo*, and *IMS Expo*. For more information about TMC, visit www.tmcnet.com.

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