



Cincinnati Bell builds for the future, builds on Metaswitch

Top 10 ILEC continues 135 year legacy of purchasing innovative telephony equipment

Metaswitch Forum 2010, Orlando, FL, September 22, 2010 — Metaswitch Networks, a leading provider of carrier systems and communications software solutions, today announced that Cincinnati Bell (NYSE: CBB) has deployed Metaswitch Media Gateways and MetaSphere Call Feature Servers to both streamline and optimize the company's three-state network.

Among North America's most respected and best-performing local exchange and wireless providers, Cincinnati Bell has been building advanced communication solutions for over 135 years. In 2007, the company launched its latest cloud-service based product line into the Indianapolis market under the name Evolve, a Cincinnati Bell Company, and has since opened offices in Columbus, Ohio and Louisville, Kentucky. Evolve carries on Cincinnati Bell's renowned commitment to excellence while meeting the needs of modern businesses that are looking for the most up-to-date solution for their voice and data needs.

By deploying Metaswitch, the company has been able to reduce the cost of tandem switching, optimize traffic routing and improve the overall cost-efficiency of their network infrastructure. "With the operational efficiencies that we have achieved, Metaswitch has proven to be a very smart choice," says Dave Heimbach, vice president and general manager of Evolve. "It's nice to see products that perform as advertised, with a flexibility that will preserve our investment in the future. Metaswitch provides a solution that is completed by demonstrable technical expertise and superior product support."

In a market characterized by intense competition and changing legislation, forward-thinking service providers continually invest in improving network efficiency, reducing the cost of subscriber provisioning and deploying platforms for advanced telephony applications and services. As a company that offers state-of-the-art local voice services, long distance, high-speed internet, security monitoring, and entertainment services over both copper and fiber optic lines, Cincinnati Bell has proven its ability to continually reinvent itself and its service portfolio.

"The most innovative service providers succeed by working with the most innovative vendors," said Mike Ward, senior vice president at Metaswitch. "Cincinnati Bell is an innovator that continues to deliver value to its customers by taking advantages of a network that is built for value, built to last, and built on Metaswitch."

About Cincinnati Bell Inc. and Evolve

With headquarters in Cincinnati, Ohio, Cincinnati Bell (NYSE: CBB) provides integrated communications solutions-including local, long distance, data, Internet, wireless, and entertainment services-that help keep residential and business customers in Greater Cincinnati and Dayton connected with each other and with the world. In addition, businesses ranging in size from start-up companies to Fortune 1000 enterprises turn to Cincinnati Bell for efficient, scalable office communications systems and complex information technology solutions such as global data center colocation and managed services. For more information, visit www.cincinnati-bell.com.

Evolve, a Cincinnati Bell company, meets the voice and data needs of businesses with its suite of hosted, cloud-serviced based VoIP products. With headquarters in Indianapolis, Indiana, Evolve provides sophisticated technology solutions to customers in Kentucky and Ohio in addition to Indiana. For more information, please visit www.cinbell.com/evolve, follow Evolve on Twitter at [CBEvolve](#), or like Evolve on Facebook.

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About Metaswitch Networks

Metaswitch Networks is a leading provider of carrier systems and software solutions that are powering the migration of communications networks to open, packet-based architectures. Hundreds of network operators worldwide depend on its Carrier Systems Division for reliable, scalable session control, media gateway and application/feature server solutions to enable compelling revenue-generating services. Its Network Protocols Division develops high performance, portable software components that are integrated into the products of the world's leading communications equipment manufacturers. For more information, please visit www.metaswitch.com.

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