

## **NEWS RELEASE**

### **Unity Telecom and Group of Gold Line enter a partnership arrangement to offer SIP Trunking Services to clients across Canada and the U.S.**

**For Immediate Release: July 17, 2013**

**TORONTO, ON, July 17, 2013** – To address rising telecom costs and an increased demand on network resources, Unity Telecom and Group of Gold Line (GL) have entered a partnership arrangement to offer SIP Trunking as a cost effective alternative to traditional T1/PRI services. The partnership brings together Unity's best in class Unified Communications (UC) offerings along with Group of Gold Line's GLSIP Trunking service on their extensive network across Canada and the United-States.

"To directly address an opportunity for customers to leverage the cost saving benefits and business transformational capabilities of SIP, Unity Telecom and Group of Gold Line have joined forces in a go-to-market strategy aimed at offering GLSIP as a differentiator for our clients" says Erin Sherry, CEO of Unity. "Through the partnership with GL, it is now possible to offer a combined suite of complimentary solutions that enable an increased level of business agility for clients and introduce unparalleled flexibility to their communications networks".

Group of Gold Line is an Avaya certified SIP Trunk provider for all of Avaya's communication system offerings, including IP Office, and CM. The SIP service provides the business benefits of allowing customers to service their internal and external clients in a more efficient, cost effective manner than ever before. "GLSIP enables the employees of any given company to access their telephony service across a range of devices including laptops and mobile phones" says Ata Moeini, President and CEO of GL.

It is clear that a combination of best of breed IP PBX offerings along with the flexibility of SIP Trunking can truly redefine how businesses operate.

For more information on the benefits you can expect to realize for your business, please do not hesitate to contact your local account representative or the GL team.

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**About Unity**

Unity Telecom is a full-service communications company providing consulting, design, implementation, and support for best-of-breed IP-based business communication solutions. We have sales and technical certifications on all the products we sell and support, including Avaya, AVST, Cisco, ShoreTel, Panasonic and OpenText. With offices across Canada and the United States and strong alliance partnerships with certified resellers, we are able to serve businesses of all sizes. For more information see [www.unitytelecom.net](http://www.unitytelecom.net).

**About Group of Gold Line**

The Group of Gold Line (GL) is a Canadian company specializing in the research, development, marketing and worldwide distribution of telecommunication solutions and technology products. Its portfolio ranges from telephony, web to print digital printing, WebTV and educational technologies.

Founded in 1991, GL has evolved to become the largest provider of prepaid long distance products and services in North America with over 250 million minutes of long distance calling per month. Its products are distributed in over 50 countries, with approximately 100,000 points of sale around the world.

GL's mission is to connect people around the world to what matters and bring them closer to their family, business, culture and languages through innovative, unique and competitive technology-based products and services. [www.groupofgl.com](http://www.groupofgl.com)