



PRESS RELEASE

**APPLINET AND UNIFIED GROUP MERGE TO LAUNCH PROXIMITY COMMUNICATIONS PLC
POOLS EXPERTISE IN NETWORKING AND UNIFIED COMMUNICATIONS**

Newbury, UK, 9 March 2009 – Applinet plc and Unified Group Ltd today announced a merger between the two businesses, with the newly established ICT Company trading under the name Proximity Communications plc, www.proximitycomms.com. Headquartered in Newbury, Proximity Communications has a combined turnover in excess of £10m and offers a comprehensive portfolio of end-to-end solutions and services in voice and data networking and unified communications, with support services available nationwide.

Darren Boyce, managing director of Applinet plc, will take the role of CEO, and Michael Lloyd, managing director of Unified Group Ltd, the position of managing director.

Commenting on the merger, Boyce says; “Our combined expertise in networking and unified communications solutions and services make for a compelling portfolio. Similarly, as a result of the merger our buying power is significantly enhanced, enabling us to help customers drive down the capital and operational expenditure of ICT, as well as exploit the efficiency benefits of a unified communications strategy.”

With a 200-strong customer portfolio including household names such as Telegraph Group, Institute of Education, The British Red Cross and Cardiff County Council, the merger will also see Proximity Communications become one of Nortel’s largest partners in the UK.

Lloyd adds, “With the largest pool of Nortel accredited technicians and engineers in the UK, we can provide customers with a service experience that is second-to-none. Complemented by an array of Microsoft accreditations, Proximity Communications is in a strong position to deliver intelligent solutions and services that draw on the increasing convergence of fixed and wireless infrastructures with real-time applications such as voice, video and social media.”

Boyce concludes, “Our existing customers will experience benefits almost immediately, with enhanced bandwidth provision and support services, an extended portfolio of best-of-breed solutions, as well as the consultative and technical excellence the two companies have cultivated, and which Proximity Communications will continue to provide.”

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