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Wavelink Communications Celebrates 10th Anniversary

Melbourne 27 November 2008 - Wavelink Communications has come a long way over the last 10 years. During that time, it has grown from operating in a serviced office in Melbourne with Wavelink founder, Ilan Rubin, acting as its single full-time employee, to become a leading value added distributor across Australia and New Zealand. The company's focus has progressively evolved from solely wireless voice and messaging to a broader range of IP telephony and wireless solutions. With offices in Melbourne, Sydney and Perth, Wavelink now supports over 300 Channel Partners.

Founder and Director Ilan Rubin noted "We are very proud of what has been accomplished over the last 10 years, but we are even more excited by the opportunities that we see ahead of us. While some vendors and distributors are cutting back due to the current economic uncertainty, our outlook is extremely positive. Not only are we totally debt free, but our complementary range of IP wired and wireless products and services ensures that we are uniquely positioned to substantially grow the business over the coming 12 months and beyond."

Key Milestones

- 1998 First major KIRK DECT site is installed at Carlton United Breweries factory in Yatala, QLD. The system is still in operation 10 years later.
- 2000 The first Coles Myer retail stores are installed with KIRK DECT. The installed base grows to the current level of over 650 sites over subsequent years.
- 2002 Wavelink celebrates the installation of the 1,000th KIRK DECT system and the appointment of their 100th Channel Partner.
- 2004 Wavelink installs the first of approximately 150 KIRK DECT systems at public hospitals throughout WA.
- 2006 Wavelink's Channel Partner numbers exceed 300.
- 2007 A major DECT installation is undertaken at Warragamba Dam, providing cordless phone radio coverage across the entire site, including inside the dam wall's kilometres of tunnels.
- 2007 The 4000th KIRK DECT system is installed.
- 2008 Wavelink expands its Polycom portfolio to include IP phones, audio conferencing and wireless (DECT and Wi-Fi). Adds distribution of Digium's range of Switchvox IP PBX and Meru networks WLAN infrastructure.



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"We are very fortunate to be representing vendors who are regarded as world leaders in their respective fields. Our expanded range of IP PBX, IP telephony and enterprise wireless LAN products are providing us with opportunities to deliver even more high -end solutions to the enterprise space. We will be adding resources internally as well as expanding our channel to include more IT resellers, system integrators and carriers. Our goal is simple - to achieve at least 70% growth in sales in 2009," concluded Rubin.

About Wavelink

Wavelink Communications (www.wavelink.com.au) specialises in the supply, marketing and support of leading edge IP telephony and wireless solutions. Wavelink distributes a range of products from Polycom, Digium and Meru Networks.