



NEWS RELEASE

Veramark Technologies' President and CEO Featured on FEI TV

Channel for Financial Executives Highlights the Benefits of Telecom Expense Management Solutions

PITTSFORD, N.Y., July 28, 2009 – Veramark Technologies, Inc. (VERA.OB), a leading provider of [Telecom Expense Management](#) (TEM) solutions, today announced that CEO and President Tony Mazzullo has been featured in a recent edition of FEI.TV. Produced by the Financial Executives International (FEI) organization, in this episode of FEI TV Mazzullo discusses how companies can improve their bottom lines by reducing telecom and IT expenses without cutting services. The FEI.TV episode is now available online at <http://fei.mashnetworks.com/player.aspx?clip=0101071029&type=text&q=tony%20mazzullo>.

FEI taped the episode at its recent annual conference, held in late April 2009, where Mazzullo discussed the same topic – cutting telecom and IT expense without sacrificing service – with attendees. Key points in both the television episode and in the original speech include:

- On average, organizations waste between five and 15 percent of the annual telecommunications spend unnecessarily.
- Telecom Expense Management and IT Expense Management programs can help to optimize the expenditures and cut unnecessary spending without sacrificing services.
- Many telecom expense management programs have approximately a 90-day payback period.

“Billing errors or inconsistencies, network inefficiencies, as well as a host of other factors can negatively impact the telecom or IT spend within organizations,” said Mazzullo. “Veramark is committed to educating companies about these issues and showing them how to correct them with a proactive telecom expense management solution. That’s why I find it so critical to participate in industry forums and opportunities like this one with FEI.TV – to spread the message that so many businesses are paying more than what’s necessary, and that we’ve got a way to help solve that challenge.”

FEI TV is the Internet Television Network of Financial Executives International. It provides best practices, case studies and corporate financial management research to more than 25,000 CFOs, treasurers, controllers and senior financial executives.

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About Veramark Technologies, Inc.

Veramark is a leading provider of scalable, integrated enterprise solutions for telecom and IT expense and performance management. Veramark solutions provide visibility into operational expenses and generate actionable [business intelligence](#) to help organizations reduce spend and optimize business processes. Veramark solutions, which include software and services for [Telecom Expense Management](#)



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[\(TEM\)](#) and [Business Process Outsourcing \(BPO\)](#), enable best practices for managing complex unified communications networks on a global scale. For more information, visit www.veramark.com.

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