



Unity Telecom Ranks 13th on Profit HOT 50 List of Emerging Growth Companies

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TORONTO, ON - Unity Telecom, a leading provider of IP-based business communications systems, today announced it has placed 13th on the 2008 PROFIT HOT 50 ranking of Canada's hottest startups. The PROFIT HOT 50 is the definitive ranking of Canada's Emerging Growth Companies. Published in the October issue of PROFIT magazine and online at PROFITguide.com, it ranks young firms by two-year revenue growth. Unity Telecom's 863 per cent growth over two years earned the company a place in the top 20.

"The PROFIT HOT 50 has been recognizing Canada's next top companies for the past nine years, and to receive this recognition is an amazing achievement for all who make up Unity Telecom," said president and founder of Unity Telecom, David Sherry. "Our commitment to providing the best products and service for each and every customer has allowed us to expand our customer base to over 2,500 systems across Canada in the past two years. Attracting and keeping the best talent in the industry is a must in order to provide the best sales and service to customers. That has been a key element to our success Sherry added.

"The PROFIT HOT 50 companies illustrate the ingenuity and vitality of Canada's entrepreneurial sector. Anyone who wants to start or grow a business can draw much inspiration and many lessons from the HOT 50." stated Ian Portsmouth, editor, Profit.

About Unity Telecom

Unity Telecom is a full service communications company, providing consulting, design, implementation and support for best of breed IP -based business communication solutions. Unity representatives have sales and technical certifications on all the products the organization sells and supports, including Avaya Canada, AVST, Captaris, Cisco Canada, Panasonic Canada, and Polycom-Spectralink. With offices across North America and strong alliance partnerships with certified resellers, Unity Telecom is aptly able to serve businesses of all sizes. For more information visit the Unity Telecom site: www.unitytelecom.net

About PROFIT Magazine:

PROFIT: Your Guide to Business Success, is Canada's preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For more than 25 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them increase their revenues, boost their profitability and get the recognition they deserve for generating positive economic and social change. Published six times a year by Rogers Publishing Ltd., PROFIT is distributed almost exclusively to the chief executives of companies with five to 250



employees and annual revenue of \$1 million to \$25 million, reaching more than 300,000 readers across Canada. Visit PROFIT online at www.PROFITmagazine.ca.

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