



PRESS RELEASE

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FOR IMMEDIATE RELEASE

**RNK COMMUNICATIONS INTRODUCES PHONE NUMBER BANK,
A FIRST OF ITS KIND SOLUTION FOR CONSUMERS WHO ARE IN JEOPARDY OF LOSING
THEIR TELEPHONE NUMBERS**

Consumers Now Able to Maintain the Same Number if They Move Residences, or Simplify their Lives by Consolidating Multiple Phone Lines

Dedham, MA (July 16, 2007) – Reinforcing its commitment to today’s consumers, RNK Inc., d/b/a RNK Communications, a regulated telephone company and high-tech services and software provider, today introduced Phone Number Bank (PNB), the first solution of its kind that allows consumers to keep their telephone numbers forever, even if they move or want to cancel phone service associated with that number. Of particular note, is that this service will be offered at no cost to up to 1,000 Massachusetts residents on a 60-day trial basis.

Phone Number Bank eliminates limitations often associated with a consumer’s attempt to transfer, or “port,” his telephone number to his new residence at the time of a move. Phone Number Bank further addresses the consumer’s desire to have multiple phone numbers without the associated cost of multiple phone lines. Whether moving across the country or consolidating multiple phone lines, PNB saves time and money, while also eliminating the hassle of notifying colleagues, friends, family and others of a new number.

Simply stated, once consumers sign up for service with Phone Number Bank, they can forward calls coming in to that number to a personal phone of choice (VoIP Phone, cell phone, home phone, office phone, etc.), and enjoy all the benefits offered through Phone Number Bank, including a dramatic cost savings associated with their typical phone bill.

"The average American moves more than ten times throughout the course of their lifetime, and according to research from the Census Bureau, they move to new homes about every five years. As such, it was clear to us that there is a strong demand for a service which would eliminate the hassle associated with having to change numbers, and notify contacts of new numbers, with every move," said Richard N. Koch, CEO, RNK Communications. "As a regulated phone company, we realize that the true value to the consumer is in her phone number, which has become part of the consumer’s identity, whereas her current service provider likely sees the value in the service associated with the number, which allows for additional charges."

In addition to the unlimited convenience and cost savings, PNB allows consumers to port numbers from their telephone of choice (e.g., landline, cell, VoIP, etc.), and consolidate as many numbers as they please. "With PNB, consumers and their numbers need no longer be held hostage by their current service provider," Koch said.

Senior Analyst, IP Communications Information & Communication Technology Services for Frost & Sullivan, Lynda Starr, believes that there is a great demand for a service such as PNB. "As we saw with the mobile industry, number portability affords today’s consumer a very high-level of convenience. We no longer call a location—the home, the office—we call people and as



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Americans increasingly migrate to VoIP-based providers they do not want to have to lose their phone numbers. Number portability and other convenience features will accelerate the continued rise in VoIP penetration across the United States.”

FEATURES & FUNCTIONALITY

Important to note, are Phone Number Bank’s ease-of-use and wide array of features.

- ∞ Easy-to-use website allowing customers to sign up for service, check the status of their orders, and manage their accounts in real-time
- ∞ Customers can forward their calls to anywhere in the U.S.
- ∞ Ability for customers to change the phone number that they want calls forwarded to at any time, ensuring that they never miss a call
- ∞ 24/7 customer support.

For additional information regarding RNK’s Phone Number Bank, please visit: www.phonenumberbank.com or contact Leah Williams, V.P., Product Development, at 781-613-9130.

About RNK Communications

Established as a facilities-based carrier in 1997, RNK Communications is a full-service network communications provider headquartered in Dedham, Massachusetts. RNK’s unmatched operational efficiency, industry expertise, and technical innovation, enable it to offer a variety of origination and termination services, advanced communications products, and customized network solutions. RNK’s innovation division offers a suite of products to cater to any business’ communications needs. Combining its roots as a telephone company with its technical innovation and operational efficiency, RNK delivers superior products and profit margins to its customers. For additional information call 888-642-9831 or visit www.RNKcom.com.