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BROADSOURCE EXECUTIVE ADDRESSES EUA CONFERENCE
Alan Powell, Senior Vice President of Sales, Provides State of the
Telecom Market Perspective to EUA Membership

ATLANTA, September 30, 2008 - BroadSource, Inc. (www.broadsource.com), the experts in telecom expense management (TEM), announced today that Alan Powell, Senior Vice President of Sales addressed the EUA membership at their semi annual meeting in Austin, Texas. Powell's presentation outlined the market forces that businesses are facing in today's economy as they struggle to manage growing telecom expenses, shrinking headcounts and increasing compliance concerns such as Sarbanes Oxley and the IRS.

"As economic pressures intensify, companies are still experiencing growing telecom expenses - especially in the wireless arena," states Powell. "In response to the economic situation, the companies in our market are forced to focus on cost savings initiatives. We are seeing significant success when these companies implement telecom expense management solutions. These solutions cut costs in the long term while immediately providing more control and visibility into the very complex telecom environment."

Powell also outlined ways that telecom expense management solutions are helping companies save money and work more efficiently. He continues, "When companies implement TEM solutions, they are surprised at the results. Not because there is some revelation, it's just the cumulative effect of complex services from multiple carriers across multiple locations. These companies usually find they've been overpaying for telecom services due to overlapping or confusing contracts, rate plans, management oversight, missed billing errors, late payments or under utilized inventory. When companies work with a skilled TEM provider to sort out their telecom expenses, they can often create hard savings of 10-30 percent. "

Since 2001, BroadSource has provided advanced telecom expense management solutions to companies in the financial services and other industries. Powell continues, "In addition to the hard savings, we've seen additional savings in soft costs as organizations eliminate manual data collection and the paper trails while they automate allocation and invoice processing. These changes result in savings from 40-70 percent. It's quite remarkable in these days of tightening

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budgets." Powell concludes, "As companies look for creative ways to trim budgets or impact the bottom line, telecom expense management solutions are one of the few initiatives that have zero impact to corporate budgets - they usually pay for themselves in less than one year. How often do you manage projects that are budget neutral and contribute savings that are used to fund other initiatives? It is the ideal solution in these tight economic times."

About EUA

The EUA is a consortium of North American businesses that leverage common business requirements and negotiate cost effective and value added telecommunications services to the benefit of its membership. The group provides its membership US benchmarking, technology updates, a forum for discussing current business needs and networking opportunities with industry leaders. For more information, please visit www.euagroup.org.

About BroadSource, Inc.

BroadSource is the expert in telecom expense management technology and services exclusively for companies with telecom expenses under \$20 million annually. Headquartered in Atlanta, GA, BroadSource provides technology and services to reduce the costs and complexities of managing wireline and wireless communication services across multiple locations and divisions of companies nationwide. For more information, please visit www.broadsource.com.

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