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BROADSOURCE SALES SURPASS 2008
More Companies Turn to Telecom Expense Management
to Cut Costs in Tough Economy

ATLANTA, GA. (August 3, 2009) - BroadSource, Inc. (www.broadsource.com), the experts in telecom expense management (TEM), announced today that its sales continue to increase despite the tough economy. Steven Neel, BroadSource CEO, states, "We are very pleased that our 2009 year-to-date sales have already exceeded last year's total sales and the outlook looks extremely positive for the rest of the year. This momentum is extremely important considering our recurring revenue model that creates strong, predictable growth."

Founded in 2001, Atlanta-based BroadSource has maintained a focus on servicing mid-market companies with less than \$20 million in annual telecommunications expenses. "It's clear that our strategy to concentrate on the mid-market is paying off," continues Neel. "Typically, these companies have limited back office staff with little time and resources to effectively manage monthly telecom expenses. Our solution helps them easily track and manage their telecom services, equipment inventory, contracts and users in a secure, hosted environment."

"In the mid-market, we've seen a wave of activity predominately among healthcare, service and manufacturing companies," adds Alan Powell, BroadSource's SVP of Sales and Business Development. "These verticals are known to have challenging margins and therefore, constantly seek ways to trim costs. After implementing our TEM solutions, customers are realizing savings between 10-30 percent. Those cost savings go right to their bottom line."

"The success we are seeing in the market is further proof that BroadSource's offering is especially viable during tough economic times," says Neel. "Even though economic pressures continue, many companies are still experiencing increases in wireless and wireline expenses. As companies look to further trim budgets, telecom expense management solutions are one of the few initiatives that have zero impact to corporate budgets - usually paying for themselves in less than one year. Based on what we've accomplished so far, we're very optimistic about the remainder of the year."

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, visit www.broadsource.com.

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