

Avaya Helps Companies of all Sizes Combat Recession with Leading IP-Based Communications Products now Available with 0% Interest and no Upfront Costs

Submitted by: FleishmanHillard Fishburn

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- Offers 0% financing on all products and no upfront costs
- Gets businesses up and running to compete in difficult market climate

Guildford, UK. – In the wake of the recent economic downturn, Avaya Inc., a global leader in business communications applications, software and services, and Avaya Financial Services (a trademark of CIT Group Inc.) today announced that they will make their popular IP Telephony products available to customers with a true zero percent finance promotion, with no interest charges and no upfront costs.

This special promotion, designed to help businesses ensure they are ready to ride out any market issues, extends the company's popular zero percent finance offer for the small and mid-market announced late last year to businesses of every size located in Europe.

By taking advantage of this offer, European businesses can easily lease equipment and pay for services over a three-year period with absolutely no interest or starting fees. The offer includes all maintenance and upgrades, to ensure business continuity, and is available through Avaya Business Partners and Avaya direct sales.

"In times of market turbulence, companies sometimes put off investments in technology even if, paradoxically, those very investments are what can help them ride out any potential economic downturn," said Martyn Lambert, vice president, Avaya EMEA marketing. "IP Telephony helps companies gain competitive advantage and reach greater levels of efficiency and productivity – to grow their customer base no matter how difficult the economic environment."

With this offer, customers have the opportunity to leapfrog into a unified communications environment, as the offer applies to all Avaya products based on Communication Manager 5.0 (new or upgrade) – including the complementary Avaya Unified Communications and Customer Service applications.

The programme spreads payments over a three year period with zero percent interest. At the end of the three-year term, the customer can continue to use the equipment, buy it, or return it.

"One of the best parts of this programme is that there are no surprises; at the end of the term, customers can purchase the solution for £1. There are no balloon payments or additional charges, though as with any software solution, we will recommend continuing maintenance/upgrades/services in order to shape the products as companies grow," Lambert added.

The zero percent finance offered by AFS is available in Belgium, Denmark, Finland, France, Germany, Ireland, Italy, the Netherlands, Norway, Spain, Switzerland, Sweden and the UK.

Notes to Editors:

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500 (R), use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site:

<http://www.avaya.co.uk>

About Avaya Financial Services

Avaya Financial Services (“AFS”) is a trademark of CIT Group Inc and its affiliates and is the global leader for financing solutions supporting Avaya products and services. AFS’ experience and comprehensive understanding of Avaya hardware, software and services, combined with its continual efforts to provide best-in-class service, allows it to offer innovative and flexible financial solutions worldwide.

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