

8el Strengthens Sales and Channel Executive Team

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Hi-res images available from 8el@ambrosecomms.co.uk

Reading, UK, 1 October 2008 – British managed VoIP and data communications provider 8el (<http://www.8el.com>), has today announced two new appointments that expand the company's sales and channel executive team. Julian Jackson comes on board as Director of Sales, while Martin Edmunds has joined the company as Channel Account Director. These appointments have been made to help support the company's continued expansion, plus the development of a channel strategy.

Julian Jackson, Sales Director, brings broad experience gained in over 15 years in the IT and networking industry, working both in direct sales and channel support environments, across LAN and WAN infrastructure. Before joining 8el, Julian held roles at Networks First, a channel-only network services business in the UK. Areas of responsibility included Head of Partner Sales and Sales Manager for the company's new business team.

Says Julian, "This is a very exciting time to be joining 8el, as the company is on the cusp of rapid growth. In particular, I see the company's competence and track record in IP Centrex – increasingly recognised as a growth market, particularly in the current economic – climate, as a major advantage."

Martin Edmunds, Channel Account Director, originally hails from Australia, where he was Account Manager for LG Electronics, where his role included development of new channels to market, particularly in the OEM area and involving liaison across three continents. Prior to joining LG Electronics, Martin also held roles at Telstra, the Australian telecommunications provider, and was Sales Director for Marcus Evans Conferences.

Says Martin, "Bringing new channel partners on board is vital to 8el's continued growth, as is supporting existing relationships that we have. Key focus areas include ensuring that we maintain the high level of service that our customers have come to expect."

About 8el

8el (<http://www.8el.com>) is in the business of helping companies get the most out of their voice and data communications. The company is an established communications provider focused on managed solutions, including VoIP, SIP trunking, ISP services, WAN and LAN infrastructure to UK businesses. 8el solutions are designed to match modern working practices, breaking geographical boundaries, to create a communications experience that allows for flexible and mobile working. The company's core values are built to put the customer experience at the heart of the business, delivering industry leading support for its suite of managed services.

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