

iTV Access Added to uReach Technologies' Unified Communications Portfolio

Conveniently satisfies messaging and communications needs during 'TV viewing'

HOLMDEL, NJ, and ANAHEIM, CA - November 28, 2001 - uReach Technologies, Inc., an innovative provider of Unified Communications (UC) solutions, today announced interactive TV (iTV) access to its Unified Communications services framework, enabling Broadband Service Providers to offer their subscribers access to email, voice mail, faxes and SMS messages over the TV.

The solution enables iTV to be a platform for important message notifications and the display of visual caller IDs on TV screens. For example, from the comfort of their couch, subscribers can see a caller's information on the screen and have the option to answer the incoming call, send it to voicemail, reroute the call to other numbers or just "hang up." All this is done while protecting TV viewers from unwanted interruptions.

uReach's UC framework also supports other cable access devices, such as cable modem/PC, cable telephony, as well as wireless devices. In line with uReach Technologies' empowered communications strategy, which enables consumers to leverage the most appropriate communications device for a given situation, the iTV solution complements the other information-access devices in the home. For example, consumers may want to review an incoming email from the TV and send a short reply, but would prefer to use the PC to compose a longer reply.

uReach today introduced two iTV offerings. Both solutions will be demonstrated at this week's CableNET Western Cable Show.

- uReach iTV Communications -- includes email/SMS, personal/family information management (e.g., calendars, address books), message-waiting indicator and access from all data devices, including the Web, wireless devices and the television.
- uReach iTV Communications PRO -- When ready, Broadband Service Providers can migrate their customers to this offer, which includes the above offer plus voice mail, fax, visual incoming call display and screening, message notifications and access from all communications devices, as well as integration with the consumer's landline phone.

Pricing is based upon configuration of the service.

"Our UC services framework was designed from the start to support new access devices, such as iTV, and different classes of service, to help providers expand their service footprints with services that generate new revenues and promote greater customer loyalty," said Jeff Silbert, uReach Technologies Vice President of Business Development and Corporate Strategy. "We're looking forward to working with Broadband Service Providers and vendors to deliver breakthrough UC services to cable subscribers."

About uReach

uReach Technologies' solutions simplify the way in which people communicate in today's increasingly virtual and information-rich world. The company's Unified Communications solution allows any information - in any form, such as email, voice mail, faxes or SMS messages -- to be accessed from any device. uReach Technologies carrier-class Enhanced Services Framework enables wireless, wireline, and broadband service providers to quickly deploy Unified Communications solutions that complement their core services and provide an unparalleled communications

experience for their customers, while generating new recurring revenue and retaining valuable customers. Based in Holmdel, N.J., uReach is a privately held company. For more information, visit www.uReachCorp.com

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