

FARMERS TELEPHONE COOPERATIVE SELECTS ETI'S TRIAD TO INTEGRATE MICROSOFT MEDIAROOM

Nation's 3rd Largest Telephone Cooperative Deploys Triad For Billing and Back-office Integration of Mediaroom IPTV Platform

ATLANTA, GA – August 10, 2009 –Enhanced Telecommunications' (d/b/a) ETI Software Solutions, Inc., (ETI) (www.etisoftware.com) today announced Farmers Telephone Cooperative (FTC), will use ETI's Triad Service Delivery Platform (SDP) to integrate Microsoft's Mediaroom IP video technology to its customer care and billing infrastructure. Triad, already in full production at Farmers will also provide inventory control for FTC's IP set-top boxes, mediate Pay-per-view (PPV) billing, as well as automate the provisioning of IPTV services to FTC's expanding subscriber base serviced by Mediaroom. With Triad SDP, Farmers is also capable of supporting Caller-ID, Remote DVR scheduling and Pre-Paid IPTV services over the Mediaroom infrastructure.

With Triad SDP's fully-functional interface to Mediaroom, all IP set-top boxes and gateways will be instantly activated once they are installed at the subscriber's premise or an adjustment to IPTV services is made to an existing subscriber's account. Additionally, Triad SDP extracts all PPV and video-on-demand (VOD) purchases from Mediaroom and exports these charges for inclusion in subscribers' consolidated telecommunications services bills. Caller ID, subscriber web-based remote DVR scheduling and web-based technician installation tools are also part of the SDP suite – bringing Mediaroom's back-office support to a new level.

"When we originally implemented Triad, we had the foresight to select a product that would future-proof our initial IPTV deployment," said Brad Erwin, CEO, Farmers Telephone Cooperative. "We are realizing our strategy of investing in a product to help us cost-effectively and rapidly interface with Microsoft's Mediaroom platform on-time and on-budget."

"Farmers Telephone Cooperative - a long time customer - selected Triad as its platform of choice based on our more than 20 years experience and our proven deployments at both large and small carriers nationwide," said Peter M Pifer, Chief Executive Officer, ETI Software. "In deploying IPTV services, FTC continues to be one of the nation's most advanced telephone cooperatives and we look forward to FTC's continued growth."

About Farmers Telephone Cooperative, Inc (<http://www.ftc-i.net/>)

Farmers Telephone Cooperative, Inc. (FTC), founded in 1951, is a local, multi-faceted telecommunications company headquartered in Kingstree, SC. Serving over 60,000 customers within a coverage area of 3000 miles, the cooperative provides cutting-edge technology to businesses and residents in Williamsburg, Lee, Sumter, Clarendon and Florence counties. A veteran in the telephone industry, FTC is the 3rd largest telephone cooperative in the United States and now offers an impressive array of advanced telecom services that once might have been assumed simply not to be available to rural citizens

About Enhanced Telecommunications, Inc. d/b/a ETI Software Solutions (www.etisoftware.com)
ETI Software's world-class software products enable telephone, utilities and municipalities to successfully sell, bill and activate telecommunication services. With unparalleled provisioning capabilities, ETI's products instantaneously activate voice, video and data services to any technology over any network topography, including Fiber-to-the-Premise. Founded in 1992, the company is headquartered in Atlanta, Georgia and privately held.

