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FOR IMMEDIATE RELEASE

Trend Enterprises to work with Transcend on an implementation for an Avaya IP Office VoIP Telephone Solution

Minneapolis, December 15 -- Transcend Communications, Inc., announced it has signed an agreement with Trend Enterprises located in New Brighton, Minnesota to complete the Avaya IP Office VoIP and unified messaging solution. This project includes the implementation of an Avaya IP Office system at Trend's main location in New Brighton and their distribution center in Mounds View. Included in the implementation is the integrated messaging, a GFI Fax Server, and Ecas call accounting.

"We took over a year evaluating various dealers until we found the perfect fit for our company, Transcend Communications. We went as far as to set up a 20-user demo within our company and all 20 of them chose the Avaya IP Office VoIP solution over the competitors," said Laurie Rieken, Land System Manager, Trend Enterprises. "The majority of our company orders come in via fax, so the new fax server giving employees access to the fax right at their desktop is a great benefit for our company," said Rieken. "We also purchased the wireless phones for use in our distribution center which makes it very convenient to get in touch with our employees immediately when out on the work floor," said Rieken. "The stability of the Avaya System and the call center capabilities are a great fit for our business. Transcend has been known to have an excellent reputation in regard to their technical support team and quick response rates and have proven it by giving us the total package we were looking for," said Riener.

About Trend Enterprises

Since 1968, TREND has been making learning fun for millions of children all over the world. Whether you're at school, at home, or on the go, TREND's teacher-created, child-tested products make it easy to motivate and inspire young learners, teach and reinforce basic skills, promote progress and celebrate achievement. TREND is dedicated to providing you with age-appropriate, content-rich learning materials that help children achieve their best. It's their goal to provide you with the resources and products to make your job easier. The people at TREND hope you'll enjoy discovering the many ways to make learning fun for the children in your life. For more information visit www.trendenterprises.com.

About Transcend Communications

Transcend was established in 1985 and has over 4,000 customers. By definition, Transcend Communications is a value-added Reseller and systems integrator that designs, develops, deploys and supports network, data security and IP telephony solutions. By reputation, Transcend Communications is known for taking the lead in providing customers with state-of-the-art technology to maximize the productivity of their data infrastructure. Simply put, companies that require more from their networks count on Transcend Communications to take them to the next level. For more information visit <http://www.transcendinc.net>.

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