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For Immediate Release

Jeff Poirior Promoted to Chief Operating Officer at Valicom

Madison, WI (July 1, 2009) — Valicom, home of telecom expense management with guaranteed savings, is proud to announce the promotion of Jeff Poirior from vice president of operations, to chief operating officer. Poirior's new role will include all of his previous responsibilities: business operations, strategic planning, budgeting, service delivery, development and key account management; and as part of his expanded role, he will oversee sales and marketing efforts.

Poirior says, "I am excited to take on the challenge of this new position. Valicom is well positioned for growth, especially now that we have completed the rollout of our 3rd-generation TEM software. I am looking forward to increasing our market presence and continuing to provide our vital expense management service offerings to our clients. Further, I'm proud of our record-setting client satisfaction performance, which will allow us to continue sharing our expertise with the marketplace."

Poirior brings over 25 years of telecommunications and information technology management experience in voice and data networking, server support, and telephony and security with a significant emphasis on customer service. "I am very excited to be on Jeff's team. He is an exceptional leader with great insight into the telecom industry. Valicom's sales and marketing efforts will be taken to a new level under his guidance," says marketing specialist, Bridget Thomas.

Since Valicom is a 100% woman-owned business, president and CEO Nancy Peckham will dedicate her time to focus on strategic planning and new product development. Peckham says, "Through Jeff's exceptional leadership, we will continue to successfully execute our sales and marketing plan and achieve our short and long term goals. Jeff has been a great asset to Valicom over the past two-and-a-half years, and I am looking forward to seeing the positive impact he continues to have on our organization."

Poirior holds a bachelor's degree in business administration from Cardinal Stritch University and a master's degree in business administration from University of Phoenix. In addition, Jeff is a past board member of the Wisconsin Telecommunication Association. He has been employed by Valicom, formerly Visicom, since 2006.

To contact Jeff Poirior call (800) 467-7226 or email jpoirior@valicomcorp.com.

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About Valicom:

Valicom is a Madison, WI based telecom expense management organization, founded in 1991. President and CEO, Nancy Peckham, operates Valicom as a certified, 100% woman-owned business. Valicom is vendor independent and value-oriented TEM provider offering validation of and control over telecom costs including voice, data, and wireless communications. Valicom offers a full suite of services including telecom audit, RFP, invoice process, invoice payment, test calls, contract negotiations and more. For more information, please visit www.valicomcorp.com.