

Leader. Press Release

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For immediate release

Get Green with Leader Phone® Web 2.0 Audio Conferencing *Higher quality and more features at less cost... and it's green*

Columbus, Ohio (July 21, 2008) — Leader Technologies® announced today its **Get Green** initiative, which will implement special programs with green non-profits to reduce communication costs and reduce the carbon footprint of participating companies simultaneously.

Chairman Mike McKibben points to Leader Phone audio conferencing as an obvious way for companies to “get greener.” “Our patented Web 2.0 innovations in phone conferencing have greatly improved calling quality and service while reducing cost.”

Conference calling has existed almost as long as the phone company, but Leader has been able to put a new face on conferencing. “A short time ago, calls could be as high as \$1.00 per minute. We’ve brought the price down to 9.5 cents per minute, with more features and higher quality.”

McKibben calls the numbers “impressive.”

“Leader Phone saves you over \$1,000 in time, materials, and expense for the average meeting of six people driving 25 miles to attend. Not only is this a 224% savings for the company, but it reduces carbon emissions by 165 pounds.”

McKibben adds that a meeting to which six participants fly a distance of 500 miles offers an even greater incentive to switch to audio conferencing – “an estimated savings of 1,487% in dollars, and a reduction of carbon emissions by 6,900 pounds.”

Leader’s **Get Green** Coordinator John Needham applauds the company’s efforts. “Audio conferencing as a hedge against higher travel and fuel costs is a serious business alternative. And, as we like to say here in the office – every call makes the world a greener place.”

About Leader

Leader Technologies® Incorporated is a software development and marketing company specializing in unified communications. Its technology framework, named the **Digital Leaderboard®** system – U.S. Patent No. 7,139,761 – provides an array of communications services to commerce, education and government. For additional information, contact (614) 890-1986, e-mail jneedham@leader.com and online at www.leader.com

About Leader Phone®

Leader Phone® offers Web 2.0 audio conferencing features and options to fit your budget and communications requirements. Go online to learn more at www.leader.com/leaderphone

Save money. Save the earth.
Take a greener look at audio conferencing

Leader Phone®

Learn more at www.leader.com/leaderphone

CFOs sharpen their pencils to reduce travel & entertainment (T&E) costs with audio conferencing.

Anyone can sign up online immediately.
The first 30 trial minutes are no charge.