

**FOR IMMEDIATE RELEASE**

**CustomCall Data Systems, Inc. and Concretio.com, Inc. Announce the Completion of their Merger**  
*The two companies close on the previously announced merger*

**February 3, 2010, Madison, WI and Naperville, IL** — CustomCall Data Systems, Inc. and Concretio.com, Inc. announced today that they have closed on their pending merger. The two companies offer complementary software and services to communications service providers in all segments of the telephone, cable, and wireless industries. Operating under the CustomCall name, the combined company will be the only source for integrated billing and OSS, offering a broader range of capabilities seamlessly, and giving service providers a more complete solution with less vendor integration.

The merged company will now offer one-stop-shopping for service providers' billing, provisioning, and OSS needs. "Out-of-the-box, flow through provisioning that is seamless and highly automated is one of the primary product goals of putting our businesses together," stated Frank Peregrine, CEO of CustomCall. "CustomCall and Concretio have come together to offer the strongest and most complete solution for communications services providers."

"The reaction of the marketplace has already validated our decision to combine our businesses. It is clear that a comprehensive billing and OSS solution, providing seamless integration from order management and customer acquisition through billing and customer care, is exactly what carriers are looking for. We are even more excited than we expected by the opportunities we are seeing, even at this very early stage," said Kevin Williams, former CEO of Concretio, and now Executive Vice President of CustomCall.

As trusted partners to the telecommunications industry since the early 1990s, the combined company boasts of its unique ability to deliver seamless solutions and confidence to meet the most demanding requirements. "Not only are we putting the best product out there, but our management team and finances are also strengthened, giving us the foundation to build our product portfolio and book of business quickly," said Peregrine. In addition to Williams, Peregrine noted that former Concretio principal John McManus has been named the company's Vice President of Sales.

**About CustomCall Data Systems**

CustomCall Data Systems, Inc., founded in 1993, provides billing, OSS, and customer acquisition solutions for communications service providers. With its recent acquisition of Concretio.com, CustomCall clients can depend upon the industry's only integrated billing and OSS solution. CustomCall serves all segments of the communications marketplace including cable, Internet, wireless, CLECs, local and long distance companies, VoIP, and IPTV service providers. For secure, scalable billing and OSS solutions, proven reliability, and industry leading support, call (608)274-3009 or visit [www.customcall.com](http://www.customcall.com). *Your best call is CustomCall.*

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