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Avaya Offers Hotels & Resorts Innovative Technologies for Enhanced Customer Experience

- ***Company's Asia Pacific HQ in Singapore named Center of Excellence for hospitality***
- ***Inauguration of Executive Briefing Center gives customers confidence in making business communications decisions***

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SINGAPORE – The outlook for the hospitality industry in the Asia Pacific region is certainly robust with the slew of large scale events like the 2008 Olympics in China and Formula 1 making its inaugural appearance in Singapore. Lodging Econometrics (LE), the Global Authority for Hotel Real Estate, reported to the Lodging Industry that there are a total of 1,555 Hotels with 366,679 rooms in the Construction Pipeline for the Asia-Pacific region. Much of this growth is being fueled by other attractions such as Singapore's Integrated Resorts, Macau's Casino developments and the influx of tourist arrivals in the region.

For years, the hospitality industry has been building up the infrastructure to provide world-class communications services; enhancing the traditional hospitality services. With the impending attractions going live in a couple of years, industry analyst firm Frost and Sullivan is expecting the enterprise telephony solutions sales into the Asia Pacific travel and hospitality industry will grow by 17.9% in 2007. In 2008, sales into this industry are expected to be worth US\$299.5 million, representing a year-on-year growth of 16.6%.

One of the key reasons Avaya has been successful in this industry is the fact that communications is becoming an integral part of business processes and Avaya's Intelligent Communications solutions has helped businesses in Asia Pacific transform to a sustainable competitive advantage to deliver both improved profitability and operational efficiency.

Avaya's understanding of the industry together with its unique combination of communications applications like Unified Communications and IP Telephony; software and services, has helped companies simplify complex communications. In addition, Avaya works with existing technologies from other vendors, enabling customers to unlock value and potential from their network.

Due to the huge opportunities in the region, Avaya Asia Pacific has also been identified as the company's global Center of Excellence for the hospitality industry. Avaya's enhanced Executive Briefing Center (EBC) reiterates the company's commitment to customers as the facility gives customers confidence in making their business communications decisions by providing them first hand experience of the effectiveness of intelligent communication solutions.

The enhanced EBC was officially opened by Manohar Khiatani, Economic Development Board's Assistant Managing Director for Industry Development, at a grand opening hosted by Avaya's President for Asia Pacific Mark Leigh and Avaya's Chief Marketing Officer, Jocelyne Attal who flew in from Avaya's headquarters in New Jersey. The event was also attended by customers, business partners, and members of the industry and media.

"We are delighted that Avaya has chosen to establish its Executive Briefing Centre in Singapore. This reinforces Singapore's position as an ideal hub for Infocomms innovations and activities. It is also a strong endorsement of our pro-business environment, strong technological capability and skilled talent base," said Mr Manohar.

"Singapore is home to more than 7000 MNCs, many of whom are Avaya's customers. It is hence an ideal location from which Avaya can reach out to a wide network of businesses and spearhead its vision of Intelligent Communications," he added.

The new facility will showcase solutions for key industries and serves as an extension of Avaya's DevConnect Program. The DevConnect Program is Avaya's main resource for providing new applications and services to customers through relationships with leading edge developers around the world. The uniqueness of Avaya's DevConnect program is that it provides solutions based on open-standards and enhances the company's ability to reach

its global customers through developer education, support, and compliance testing. In this region, Avaya will leverage strategic DevConnect collaborations with industry-specific heavyweights such as FCS Computer Systems, to provide software-led solutions that are customized to build business value for specific market segments.

Mark Leigh, Avaya's President of Asia Pacific said, "We have deep knowledge and expertise in these industries. With our thorough understanding of the challenges customers in these industries face, Avaya is helping to transform businesses in Asia Pacific. Organizations that effectively exploit Intelligent Communications solutions will gain a sustainable competitive advantage to deliver both improved profitability and operational efficiency. The EBC demonstrates how we carry out our commitment to service our customers from around the world by providing the most advanced technology."

Avaya will continue to expand its EBC facilities to showcase expertise in verticals such as government, financial services and insurance, retail as well as healthcare. Some of Avaya's customers in these verticals include Singapore's big three banks, Allianz Life in Korea, Bank of Communications in China, Sun Corp in Australia, Jupiter Shop Channel in Japan, GS Home Shopping in Korea, Beijing Hospital in China, and a number of government agencies in the region.

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About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers, and Communications-Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: www.avaya.com.