



Brian Fair
President

TOPS Helps Customers Combat Recession with Advanced Technology

SMBs Leverage Solutions Designed to Enhance Productivity and Profits

KELOWNA, B.C. - September 27, 2011 - Total Office Product Solutions, Inc. (TOPS), a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, TOPS has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that TOPS has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating a separate "channel" to handle the traffic. SIP Trunking also supports multiple forms of communication including video and instant

messaging so businesses can reach out to customers through a myriad of mediums. TOPS' salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Brian Fair, President of TOPS. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

TOPS is also associated with Technology Assurance Group (TAG) which is an international organization that collectively represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "TOPS has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

ABOUT TOTAL OFFICE PRODUCT SOLUTIONS, INC. (TOPS)

Total Office Product Solutions, Inc. (TOPS) is a leader in unified communications supporting businesses throughout Vancouver Island and the Interior of British Columbia. TOPS provides innovative Business Telephone & VOIP Systems, Copier Solutions & Network Printing as well as Managed IT & Computer Networking Solutions that are designed to increase customer profitability, improve employee productivity and give them a competitive advantage. These solutions are serviced by Factory Certified & Technicians. Customers are thoroughly trained in every component of their system by TOPS' highly experienced customer service team.

Since 1981, TOPS has positioned itself to nurture and develop long lasting and mutually beneficial relationships with all of our customers. Our objective is to work with our customers as their technology partner. TOPS continues to grow due to its commitment to a core business philosophy that provides customers with a superior product and unparalleled service at a competitive price. The company's corporate headquarters is located at #104 - 1905 Baron Road, Kelowna, B.C, V1X 6W2. For more information about TOPS Telecom, please visit www.topstelecom.com.