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Connect2 Communications Wins NCPRSA InSpire Award

Award of Excellence recognizes the strength of media relations in helping companies create a voice in an industry debate

RESEARCH TRIANGLE PARK, NC, May 6, 2010— Connect2 Communications, Inc., a rapidly growing targeted technology public relations and marketing firm, today announced that it was awarded a Bronze InSpire Award of Excellence by the North Carolina Chapter of the Public Relations Society of America (NCPRSA). Connect2 was recognized in the Traditional Media/Media Relations category for its “Voice for Broadband Stimulus” campaign promoting ADTRAN as a thought leader and key resource for customers and press as the government rolled out the Broadband Stimulus package in 2009.

“The Broadband Stimulus program is the single, largest piece of legislation impacting the telecom industry in more than a decade, and it was critical for ADTRAN to develop a strong voice within this debate,” said Connect2 Communications President Richard Williams. “The program we created for ADTRAN combined all of the traditional elements of public and media relations with innovative social networking, new media aggregation and dedicated industry influencer engagement which allowed them to achieve their market objectives ahead of schedule.”

Passed by the US Congress under the American Recovery and Reinvestment Act, the Broadband Stimulus package included \$7.2 billion to bring broadband connectivity to unserved and underserved areas. To help ADTRAN’s customers understand the complex process of receiving funding, Connect2 Communications developed a communications program to establish ADTRAN as the “go to” resource for all things related to Broadband Stimulus. Success was measured with webinars, a press and analyst event, speaking invitations at industry trade shows and editorial coverage among national business press and trade publications.

“ADTRAN has put a lot of time and effort in making sure our customers understand the opportunities and benefits that are available to them through the Broadband Stimulus program,” said Gary Bolton, vice president of global marketing, ADTRAN. “Connect2

Communications has been instrumental in helping us get the word out and ensuring that we were continuously a part of the industry discussion taking place.”

Connect2 Communications was presented the award at a special ceremony on May 5 at the Brier Creek Country Club in Raleigh. In its second year, the InSpire Awards from the NCPRSA recognize outstanding efforts in regional communications.

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About Connect2 Communications, Inc.

Founded in 2003, Connect2 Communications is a full-service agency specializing in providing public relations and marketing support to a broad range of technology companies. The agency has developed a highly successful track record building programs tailored for individual clients that articulate key value propositions to constituent audiences. Whether a high-tech firm is ready to go to market with its first product, or is an established market player seeking continued expansion, Connect2 Communications’ professionals provide the creativity, experience and commitment to significantly accelerate clients’ business growth. Connect2 Communications serves global clients from its base office in Wake Forest, NC. For more information, visit www.connect2comm.com.