



FOR IMMEDIATE RELEASE

Broadband Voice Announces Corporate Name Change to Fuse.Cloud

New Corporate Identity Reflects Decade of Company Growth and Extended Product Offering

JACKSON, Miss – April 26, 2016 – Broadband Voice, the longest-standing provider of hosted voice over IP solutions in the state of Mississippi, announced today that it is changing its name to Fuse.Cloud (pronounced *fuse dot cloud*). Since 2006, the company has grown to serve over 1,300 customer sites in 40 states, providing advanced, cloud-based voice technology to businesses of all sizes. The name change represents the company’s mission to deliver the most innovative products and services and an exceptional personal experience to its customers.

The decision to transition to a new corporate identity comes after a decade of the company providing its flagship product, voice over IP (VoIP), to businesses throughout the country. The Fuse.Cloud brand reflects an extended portfolio that encompasses a variety of cloud-based solutions. The company now extends its offering to include fiber Internet and a number of IT services such as email hosting, desktop and network support, data backup options, on-call support and much more.

“Our industry is at an inflection point. Businesses are increasingly facing challenges that require tailored solutions from a diversified portfolio,” said Gary Watts, Fuse.Cloud founder and chief executive officer. “Fuse.Cloud is in the best position to deliver the right technology mix and accelerate the adoption of the cloud in businesses throughout the country.”

After a decade in this business, the company felt the Broadband Voice name was limiting considering the broad portfolio the company offered. “Fuse.Cloud implies the merging, or fusing together, of multiple cloud-based technology options to fit the needs of our business customers,” said Laura Johns, Fuse.Cloud’s vice president of marketing corporate development. “The new name is much more reflective of what we do, and it positions the company for even greater industry growth.”

###

**About Fuse.Cloud**

Fuse.Cloud is a business technology provider dedicated to delivering the most innovative products and services in the marketplace with an exceptional personal experience. The company provides comprehensive cloud-based portfolio that includes VoIP technology, fiber Internet and managed IT services that enhance and support future growth for businesses across the country. With 1,300+ customers in 40 states, Fuse.Cloud is committed to increasing its portfolio to include flexible technology options that will help prepare businesses today for advanced applications to come in the future. For more information, visit www.fuse.cloud.