



## **News Release**

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### **Startel Announces New Company President**

**Irvine, CA – June 1, 2008** – Bill Robertshaw, President of Bilrob, LLC, owner of [Startel Corporation](#), a leading provider of telecommunications solutions, today announced that William (Bill) Lane has been appointed as President of Startel Corporation. Bill Lane will replace Bill Robertshaw, who has been acting President of Startel since its February acquisition.

“After conducting a national search that identified several superbly qualified candidates, I have decided that Bill Lane is the best choice to lead Startel Corporation into the future. I am extremely excited that Bill Lane has joined Startel. Bill brings a wealth of experience in customer service, software development, hi-tech sales and marketing,” said Robertshaw. “Bill’s leadership experience and business acumen have been put to the test on many occasions throughout his lengthy and broad based career, and I am confident that he will be a great new asset to an already wonderful team at Startel.”

Bill Lane’s 25-plus years of business experience includes building a national channel for Oracle Corporation and a national/international channel for Microsoft Corporation. He achieved high levels of customer satisfaction and instituted innovative, client focused quality control features to reseller channels at both companies. Lane also served as a Vice President of World-wide Marketing for FileNet Corporation, a document imaging and storage provider prior to its acquisition by IBM, and led the turnaround of Luminous Corporation, a software company providing digital software solutions to the pre-press production software environment.

In addition, Lane was also one of five founders of ARIS Corporation, a provider of software, training and consulting solutions for customers of Oracle, Microsoft, Sun Microsystems, and a variety of other software providers. During Lane’s tenure at ARIS as a member of the management team, the company grew to \$120M in annual revenues and had a successful public offering.

More recently, Lane served as the Founder & President of Lentegra Corporation, a multi-million dollar financial services company, headquartered in Boston.

Bill received an Associate's Degree in General Education from Montgomery College, a Bachelor's Degree from American University, and a Master's Degree in Business from Brigham Young University. Lane also served his country for four years active duty as an Officer in the United States Marine Corps.

**About Startel Corporation**

Startel Corporation is a leading provider of telecommunications solutions, offering both hardware & software solutions to hundreds of customers worldwide. Since its founding in 1980, Startel has built a loyal customer base in key markets such as Telephone Answering Services (TAS), Healthcare, Higher Education and more. Startel has leveraged its unique industry knowledge to empower call centers to achieve high levels of profitability. It has achieved these goals in industry after industry, deploying reliable, cost-effective and customized telemessaging solutions to its customers. For more information, visit [www.startel.com](http://www.startel.com).