



News Release

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Startel Corporation Now Employee-Owned

New capital structure positions Startel for acquisitions and organic growth

Irvine, CA – October 17, 2011 – William Lane, CEO and President of [Startel Corporation](#), a leading provider of telecommunications solutions, today announced that Bill Robertshaw, Chief Executive Manager of Bilrob, LLC, owner of Startel Corporation, has sold the company for an undisclosed amount. The company will be an employee- owned entity backed by private investor Brian W. Stewart of Freeport, Illinois. Bill Lane and the team at Startel will remain wholly in place, and the day- to- day operations of the company will not be affected.

“It is in the best interest of Startel Corporation, its employees, and especially its customers, to sell the company at this time. Over the last three years and eight months since Bilrob, LLC purchased Startel, it has evolved from a proprietary hardware and software vendor to a pure software company servicing the needs of the Telephone Answering Service (TAS), Healthcare, and Higher Education markets,” said Robertshaw. “It is time for the company to progress to the next level, and this will best be accomplished by allowing Brian Stewart and the Startel team to take the reigns of ownership. Bill Lane has done a superb job of leading Startel out of its post- Comverse years, and I am confident that Startel, with the support of Stewart, will be able to progress to the next phase in its corporate evolution.”

According to Bill Lane, “Mr. Robertshaw is a financial genius, and was the perfect advisor for the season of Startel where he helped guide us in focusing on becoming an ever more profitable company. He has always had the best interest of Startel and its customers at heart, and selling the company is no exception. With this change in ownership, Startel will now be able to tap and draw from the extensive experiences of Mr. Stewart at just the right time in its corporate history. In addition, with the investment being made by Mr. Stewart, and the new capital structure that has been implemented, Startel will be better able to infuse new capital into the company, helping it to accelerate its growth of product line and continue to improve and expand its customer service capabilities.”

“I am excited to play the role as a mentor and investor, enabling and assisting Startel’s evolution to the next level as a truly independent software company,” said Brian Stewart. “I have a history of sharing ownership with the various entities I have founded and grown over the years, and doing so with Startel and its employees will help facilitate Startel’s growth and ability to service its ever-growing customer base and achieve its corporate potential.”

The advantages of Startel’s change in ownership are many, and include:

- Improved Corporate Equity Structure: The change in corporate equity structure will facilitate future capital investment and aid in strategic acquisitions.
- Increased Ability to Retain and Attract Quality Employees: Employee ownership through an Incentive Stock Option (ISO) Plan, which will be immediately implemented under the new ownership, will serve to motivate and retain quality employees, and will be a tool for attracting well-qualified talent in the future.
- Maintenance of its Status as an Independent Software Company: With the new ownership, Startel will be better able to continue in its pursuit of becoming a world-class independent software company.
- Facilitation of its Goal to Become a World-class Service Organization: Startel will be receiving a large cash infusion as a part of the sale. This will facilitate the growth of key staffing positions, and will aid in Startel’s goal of becoming a world-class service organization for existing and future customers.
- Next Phase Growth: Brian Stewart’s extensive experience and expertise in leading multiple companies in their evolution of corporate growth will greatly aid Startel as it builds itself into a world-class software company.

About Brian Stewart

Brian Stewart is a serial entrepreneur and has founded and built over 18 start-up businesses during his noteworthy business career. He served in the U.S. Army as a Sheriff’s Police Sergeant, a Major Crime Squad Investigator, and as a Private Investigator. Through myriad experiences, Brian has acquired the necessary skills to propel his business units with precision and relentless determination. His companies and their dedicated staff of professionals currently serve clients in all 50 US States; Canada; Cayman Islands; United Kingdom; Ireland; France; Germany; Portugal; Italy; Netherlands; Poland; Romania; Saudi Arabia; Spain; UAE – Dubai; Turkey; Russia; Belgium; Switzerland; Kazakhstan; Hungary; Czech Republic; Iraq; and South Africa. Brian became acquainted with Startel in 2005, and became a customer shortly thereafter when Nationwide Inbound, a telephone answering service and call center in Freeport, Illinois, was looking for a vendor to facilitate the growth of their business. Brian determined

that Startel was the best and only solution for the needs of the present and possibilities of the future. Since Nationwide Inbound purchased the Startel CMC, their business volume/seats and staff have more than tripled. Since acquiring the Startel CMC, the company has also received the ATSI Award of Excellence and become an active member of the Startel National User Group (SNUG). Brian is a member of and participates in a variety of industry, civic, and charitable organizations.

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.