

PRESS RELEASE

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AudioCodes and BroadSoft Launch Strategic Initiative to Simplify Deployments of IP Voice Networks

Initiative simplifies deployments of IP voice networks with AudioCodes Media Gateways, Multi-Service Business Gateways (MSBGs), IP Phones and BroadSoft BroadWorks Platform

Lod, Israel, and Gaithersburg, MD, October 8, 2009 - AudioCodes (NasdaqGS: AUDC), a leading provider of Voice over IP (VoIP) technologies and Voice Network products, and BroadSoft, Inc., the worldwide leader in VoIP applications in the telecommunications industry, today announced a strategic initiative that will significantly simplify the deployment and installation of IP voice networks, greatly reducing the time it takes for service providers and large enterprises to deploy advanced IP voice services.

One of the most complex and time-consuming phases for delivering VoIP services is deploying and provisioning customer premises equipment. Through this initiative, BroadSoft® and AudioCodes seek to expand the addressable market for advanced IP voice networks by removing complex installation barriers, which typically keep smaller carriers from moving forward with deployments. This collaboration tightly integrates AudioCodes Media Gateways, Multi-Service Business Gateways (MSBGs) and IP Phones with BroadSoft's BroadWorks® VoIP application platform and VoIP Quality of Service (QoS) solutions—eliminating many tedious configuration and maintenance processes, as well as quality of service issues that typically plague multi-vendor solutions.

“BroadSoft is committed to making the deployment process simple and scalable, and to drive down operational costs for our customers,” said Ken Rokoff, vice president of business development, BroadSoft. “With AudioCodes’ end-to-end customer premises solutions, coupled with BroadWorks’ built-in device

management capability, which is available across the entire line of AudioCodes devices, we eliminated the complex staging and configuration process.”

“Simplification of the deployment of next-generation voice services is key to expanding the addressable market to cost conscious and risk-sensitive carriers,” said Lior Aldema, Vice President of Marketing and Product Management for AudioCodes. “The tight integration between AudioCodes and BroadSoft platforms significantly reduces the cost to train technicians, deploy equipment and simplifies the after-sale support of advanced voice services.”

Through BroadSoft Device Management, providers can quickly provision analog terminal adapters (ATAs), IP Phones, integrated access devices (IADs) and IP PBX equipment—any access device that uses XML/HTTP for profile management—at the customer site. A simple login process is used to retrieve the appropriate user-specific files directly from BroadWorks. Providers manage and control all aspects of device configuration centrally in the network, greatly reducing the time it takes to provision phones and eliminating the need for a technician visit.

Rokoff adds, “Furthermore, we can now guarantee end-to-end “carrier-grade” service delivery with our BroadSoft PacketSmart VoIP QoS solution.”

The BroadSoft PacketSmart software module may be pre-integrated into the AudioCodes Mediant 1000 media gateways or MSBG platforms. BroadSoft PacketSmart ensures carrier-grade service quality and reduces support costs and churn by continuously monitoring and managing customer quality of experience.

AudioCodes Mediant and MediaPack series of CPE access media gateways enable a range of legacy TDM equipment to be interfaced to service provider networks. Depending on the product, AudioCodes media gateways support analog and digital equipment in a wide range of combinations and configurations.

AudioCodes MSBGs add optional WAN termination, router, firewall, Application Layer Gateway (ALG), Session Border Controller (SBC) functionality, eliminating a number of separate network devices and are ideal for SMB or branch office deployments. Optional on-board T1 and DSL interfaces for the MSBG products eliminate the need for separate physical layer modems or CSU/DSU devices.

AudioCodes and BroadSoft will demonstrate this new simplified solution at BroadSoft Connections 2009: Voice & Vision at the Phoenician Hotel in Phoenix, AZ, October 25-28, 2009. For more information on the event, visit: <http://www.broadsoft.com/connections/2009/>

About BroadSoft

BroadSoft[®], the world-wide leader of VoIP application software, enables the delivery of hosted telephony and multimedia services. BroadSoft's family of carrier-class products, including its award-winning flagship BroadWorks[®] technology, empowers wireless, wireline and cable carriers to deliver next-generation voice

and multimedia applications and advanced features that enable them to increase revenue, enhance competitive differentiation and increase customer satisfaction. BroadSoft products deliver the scale, open architecture and reliability that the world's leading telecommunications companies demand to serve mission-critical enterprise and residential broadband customers. BroadSoft provides VoIP applications to nine of the top 10 and 15 of the top 25 largest carriers worldwide, as measured by recent annual revenue, including KPN, Korea Telecom, Qwest, SingTel, Sprint, Swisscom, Telefonica de Espana, Telstra, T-Systems, and Verizon. For additional information, go to www.broadsoft.com.

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About AudioCodes

AudioCodes Ltd. (NasdaqGS: AUDC) designs, develops and sells advanced Voice over IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology leader focused on VoIP communications, applications and networking elements, and its products are deployed globally in Broadband, Mobile, Cable, and Enterprise networks. The company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Gateways, Residential Gateways, IP Phones, Media Servers, Session Border Controllers (SBC), Security Gateways and Value Added Applications. AudioCodes underlying technology, VoIPerfectHD™, relies primarily on AudioCodes leadership in DSP, voice coding and voice processing technologies. AudioCodes High Definition (HD) VoIP technologies and products provide enhanced intelligibility, and a better end user communication experience in emerging Voice networks. For more information on AudioCodes, visit <http://www.audiocodes.com>

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