

Telcombrokers Acquires TruChoice, Salestream "Purified"

December 21st, 2006

Telcombrokers today announced their purchase of TruChoice Communications' assets. The acquisition was made final in Costa Mesa, CA today and concluded the purchase of all TruChoice customer and agent accounts. This acquisition is one in a series of planned purchases by Telcombrokers, a Santa Ana, CA based Master Agent, and according to Telcombrokers' founder and CEO, Dominic Antonini, it will not be its last, "By growing both organically and through acquisitions I hope to complete my 7 year plan in half the time vs. executing our core business plan alone. I am interested in bases of agencies with owners that are looking to move into other businesses that will not compete with us."

Former TruChoice agents are expected to embrace the acquisition with enthusiasm. Under the Telcombrokers umbrella agents will have access to a larger portfolio of carriers and services and enjoy much greater commissions earning potential due to Telcombrokers' preferential carrier contracts. The new Telcombrokers agents can also look forward to using the leading channel software, MasterStream, which TruChoice did not offer. Ironically, TruChoice founders Steve Roberts and Jeff Fraser are also the founders of Salestream Software, makers of MasterStream but the pair decided not to allow TruChoice to utilize the platform in deference to their MasterStream customers.

TruChoice president, Steve Roberts says Telcombrokers was the right company at the right time for the sale. "The success of Salestream Software really necessitated this transaction long ago but searching for a buyer was just never made a priority. It is fair to say we were 'primed and ready' when Mr. Antonini approached us with an offer." He continued, "We couldn't ask for a better Master Agent to sell to in this case, we've known and respected Dominic's team for a few years and are happy to know our TruChoice agents will be very well taken care of."

Jeff Fraser, vice president of both TruChoice and Salestream, says the sale represents a strategic win for Telcombrokers in more ways than one, "Dominic was smart to buy out TruChoice because he gets all of the benefits of having an overnight expansion in agents, customers, and revenue which is a given, but he also knows that buying TruChoice allows us to focus 100% on customer development needs. I'm sure he's preparing his list of enhancements already!" Fraser laughed.

"We are very pleased to complete the acquisition of the TruChoice agents and customers. This acquisition marks a step forward in a strategic initiative to rapidly expand both our customer and agents bases through 2007 and beyond. I am hoping to close my next acquisition in the next 30-45 days." Antonini said.