



22 April 2013

Synety Group plc
(Synety or the "the Group")

SYNETY Introduces Integrated Call Conferencing for Microsoft Outlook with CloudCall Click

Synety is pleased to announce that it has added a new telephone conferencing capability to its CloudCall Click for Microsoft Outlook service, giving anyone using Outlook the ability to add and manage multiple additional participants instantly to any call, irrespective of the telephony equipment being used.

At any time the conference organiser can simply click on contacts within Outlook to add, mute them or remove (up to 50) participants from a conference call – eliminating the necessity to send out dial-in details and pin numbers. As the calls are initiated from our cloud based platform the organiser can do this with only one phone line and needs no specific telecoms equipment. All calls are at Synety's low call rates.

CloudCall Click for Outlook enables click-to-dial and now will also enable click-to-conference directly from Outlook, with all calls and conferences being logged and recorded in the cloud. Recordings can be replayed straight from Outlook.

Simon Cleaver, Synety's executive chairman commented: "The ability to instantly set up phone conferences, or simply add more participants to an on-going phone call directly from Outlook, is a first.

"This is also the first stage of our CloudCall Conference service which, we believe, will change how people initiate and participate in conference calls. In the coming

weeks, we plan to make this functionality available on our API and roll it out across all CRM platforms we integrate with”.

For more information about Synety's complete CloudCall range visit www.synety.com

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About SYNETY

Synety Group plc, formerly Zenergy Power plc, is a cloud based telephony software business and creator of the CloudCall suite. Designed to integrate with CRM (Customer Relationship Management) systems, CloudCall, allow businesses to make, record and monitor calls by simply clicking on a customer record in their CRM system.

Synety makes the art of communication richer, faster and more streamlined.