

PICS Telecom International continues global expansion with launch of PICS Telecom International Asia Limited

New Hong Kong based operation will expand the Asian business dramatically

Rochester, New York. — June 25, 2010 — PICS Telecom International Corporation, the leading provider of Asset Management Services to the telecommunications industry and a global supplier of new and used networking equipment, recently announced it has opened a new subsidiary in Hong Kong.

The new operation will focus on introducing PICS Telecom's Asset Management services to carriers throughout Asia and expand its sales of surplus equipment to their Asia PAC clients. "We introduced PICS Telecom's quality services and products to this region three years ago and were very pleased with the positive response," said Tim Williams, CEO. "As our sales grew we realized we would need to invest locally to achieve the same high market penetration we have enjoyed in the USA, EMEA and CALA"

"We have the highest confidence in our Asian management team, they have a strong portfolio of Tier One carrier relationships and some exciting new ideas to develop the business further," said Robert Atkins, Vice President Sales & Marketing. Ronnie Ong, formerly Regional Manager with Cisco Systems, will be leading the Asian team and has added some outstanding professional sales executives to launch the operation.

PICS Telecom's headquarters are located at 1920 Lyell Avenue in Rochester. They have a CALA sales office located in Mexico City, an additional warehouse facility in Reno, Nevada and a wholly owned subsidiary located in Bristol, England, outside of London. The company continues to grow steadily and currently employs approximately 125 people.

PICS Telecom International Asia Limited is located at 11/F AXA Centre, 151 Gloucester Road, Wanchai, Hong Kong Tel: (852) 3752-1915 Fax: (852) 3011-3850

For more information, visit the PICS Telecom web site at www.picstelecom.com or call toll free at 800-521-7427 or locally at 585-295-2000.

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