



PRESS RELEASE
For Immediate Release

BullsEye Telecom Appoints Jerry Franks as Vice President of Sales **Franks to Head the Telecom Company's Voice and Data Applications Initiatives**

OAK PARK, Mich.—July 19, 2010—National multi-location telecommunications provider, BullsEye Telecom Inc., today announced that Jerry Franks has been named as Vice President of Sales. In his new role, Franks will drive the company's achievement of its customer acquisition and revenue goals. He will leverage his 12 years of experience in the telecommunications industry to lead the company's direct, channel and wholesale sales initiatives with a special focus on data, voice and VoIP segments.

According to Bill Oberlin, Chief Executive Officer, BullsEye Telecom Inc., "We are confident that placing Jerry at the helm of our sales leadership will help us expand our ability to compete in our market segments and achieve our business goals."

"BullsEye Telecom has a highly-specialized niche in that we offer a comprehensive portfolio of integrated solutions while most telecommunications providers only have a single area of expertise," says Jerry Franks. "With this unique value proposition in mind, I am committed to identifying growth opportunities, building greater awareness of our expertise and helping the company achieve its sales and revenue objectives."

As a seasoned telecom professional, Franks has held tenure with BullsEye Telecom since its inception in 1999. He has enjoyed tremendous success within the company, steadily progressing from various sales and support leadership positions where he built and maintained competitive channel programs that led to BullsEye Telecom's tremendous growth in the channel market.

Franks graduated from the University of Michigan with a Bachelor's degree in Economics.

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About BullsEye Telecom Inc.

Founded in 1999, BullsEye Telecom Inc. is a national multi-location business telecommunications provider, offering innovative solutions for voice, data, VoIP and other managed services to Fortune 1000 companies. Through our flagship Corporate Advantage program, we empower enterprises with the tools they need to consolidate and better manage critical business functions. Corporate Advantage provides customized solutions, dedicated account management, consolidated billing and invoice integration all in a single-source environment. Additionally, businesses benefit from our 24/7/365 online customer support portal, My BullsEye Account (MBA), which enables companies to make real-time account changes, manage service requests, as well as obtain key business insight via extensive reporting and trending capabilities.

www.bullseyetelecom.com

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