

Yipes Adds New Customer Experience and Operations Executives to Raise the Bar on Providing the Industry's Best Customer Experience

Changes Reflect Telecom Industry Demand for High-Touch Customer Service

SAN FRANCISCO — March 27, 2007 — Yipes Enterprises Services, Inc., today announced that it has created a new internal organization dedicated to incorporating the customer's voice into all the company's policies and procedures and providing the best customer experience possible. Susan Flood, formerly vice president of operations, has been named vice president of customer experience. In addition, Yipes has appointed industry veteran Richard Cotton as vice president of operations.

Yipes' focus on customer experience reflects the strategic importance of managed network services to the enterprises it serves and growing dissatisfaction with traditional telecommunications providers. Yipes defines the customer experience as every point at which the customer interacts with its business, products or services, and especially people. As part of this effort, Yipes has integrated its Network Operations Center into the new organization. It has also upgraded its YipesCARE^(SM) web portal and redefined services accessed via the portal.

"We've always been a customer-centric company, and one of the things that keeps customers with Yipes is the relationships and trust they've established with knowledgeable employees who are concerned about their business," said John Scanlon, Yipes' CEO. "Yipes established this increased focus on customer experiences because we don't want to lose this connection as we grow. Both Susan and Richard have a wealth of experience that will help us keep our focus on providing the very best service to our customers."

Flood is responsible for the overall customer experience, which includes post-implementation support, network operations, technical services, and customer satisfaction. An initial area of focus is streamlining business processes and procedures that have an impact on the customer, making it easy to do business with Yipes.

"Everyone at Yipes is a customer champion," said Flood. "Being obsessed with our customers and attention to detail are imperative, and to deliver these we need to understand what our customers do and how Yipes helps them to drive competitive advantage. I want our customers to walk away saying, 'Wow, Yipes did a terrific job.'"

Flood, who has been with Yipes nearly since its inception in 1999, has more than 20 years of telecommunications experience. She was previously Yipes' vice president of operations, where she was responsible for the health and safety of the Yipes network. Prior to joining Yipes, Flood worked for Pacific Telesis/SBC and US West in operations and network operations roles.

As head of operations, Cotton is responsible for field operations, physical plant, carrier relations, implementation, and service delivery.

"The excellence of execution in Yipes' Operations group, and our understanding of what our customers need, is fundamental to ensuring an excellent customer experience," said Cotton. "Our customers rely on Yipes to do what it takes to get the job done, whether we are extending our fiber across the street or managing vendors on their behalf around the world."

Richard Cotton has more than 20 years of experience in telecommunications, technology, and law. Prior to joining Yipes, he held several senior positions with Internap Network Services Corp., including vice president of carrier relations, business operations and data center services. Earlier, he was senior vice president of operations at Winstar Communications. Previously, Cotton was director, law and public policy, MCI Telecommunications.

About Yipes Enterprise Services, Inc.

Yipes is the leading provider of managed Ethernet services and application delivery services for the global enterprise. Yipes empowers businesses with custom data networking solutions that deliver high performance, dynamic control, unmatched service quality, and rapid ROI. More than 850 enterprise customers worldwide rely on Yipes' high-performance managed services to improve their competitive advantage. For more information, visit www.yipes.com.

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