

BROADVOICE

BROADVOICE RANKED BEST INTERNET PHONE SERVICE BY WIRED MAGAZINE

Editors Pick BroadVoice over Vonage and AT&T for Service, Price, and Low Activation Fee

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Boston, MA, October 25, 2005 -- BroadVoice, Inc., the leading provider of high quality, feature-rich broadband phone services to consumers and businesses, was named today by the editors at Wired Magazine as the number one provider of "full phone service" among Voice over IP companies. BroadVoice was also identified as the "best choice for jet-setters," and those who already have a Voice over IP phone adapter.



"Our customers have experienced BroadVoice's advantages like quality, price, free features, and convenience for many years now. The team at BroadVoice is very proud to receive Wired Magazine's Editors' Top Pick for Internet phone service and we're especially excited about how the new features, and wireless devices we're introducing will make the broadband communications experience even more rewarding for our customers," said Gene Cornfield, spokesperson for BroadVoice, Inc. "Like the editors at Wired Magazine, Americans are finding BroadVoice the number one Voice over IP provider, and people are increasingly purchasing BroadVoice service and devices as gifts for their loved ones to stay in touch more affordably. With the addition of this new honor from Wired Magazine, we expect to be very busy this holiday season."

According to November 2005 Wired Magazine's Issue No. 54, "For people who keep homes in Manhattan, Paris, and Madrid - or just know those who do - BroadVoice is the cheapest full-service way to banter, *parler*, or *hablar*. It offers unlimited calling in the US and to 20 other countries, mostly in Europe, but also a smattering in Asia and the Americas, plus Australia. You can add 14 more countries for an extra \$5 per month."

BroadVoice has seen its subscriber base increase 180% year-to date, and according to Alexa Internet, a subsidiary of Amazon.com, traffic to the BroadVoice web site has increased 233% during 2005. To keep up with demand, BroadVoice recently moved to larger offices, and continues to hire more staff. "Many people see Internet phone service as

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a viable alternative," said Cornfield. "This is no longer a niche market. We've entered the mainstream."

Established in 1993 and designed for business leaders and entrepreneurs as well as general consumers interested in what's next in the digital revolution, Wired Magazine focuses on the science, lifestyle, businesses, politics and personalities that surround such innovative technologies and push them forward in the 21st century. Regular topics include multimedia, cyberspace, cutting-edge technologies, high-definition television, virtual reality and the electronic frontier. For more information, visit www.wired.com.

About BroadVoice, Inc.

BroadVoice is the leading provider of high quality, feature-rich broadband phone services to consumers and businesses. BroadVoice VoIP phone service allows thousands of customers in the United States and more than 120 other countries to use their broadband Internet connection to make and receive phone calls anywhere in the world. Customers benefit from unlimited domestic and international calling and a suite of 25 basic and advanced features for one low monthly price. Founded in December 2003, BroadVoice is a privately held company based in Billerica, MA. For more information, visit www.broadvoice.com.

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