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**Tely Labs Selects Sapphire Marketing to Expand Footprint of Easy to Use, Affordable
Videoconferencing Systems in U.S. Northeast**

*Sapphire Marketing's expertise in videoconferencing supports growth of Tely Labs's reseller
network*

REDWOOD CITY, CALIF. - June 10, 2013 - Tely Labs - maker of the award-winning telyHD™ videoconferencing system - today announced it has appointed Sapphire Marketing, LLC, as its manufacturer's representative for the U.S. Northeast (New York, New Jersey, New England and Eastern PA)). The move helps Tely Labs meet growing demand for its easy-to-use business videoconferencing systems.

With decades of experience representing the audio visual and video communications industry's most innovative manufacturers, Sapphire Marketing will provide training, support, technical and sales expertise to its base of systems integrators, resellers and consultants.

"Our mission is to provide our customers with the most progressive solutions that increase productivity and profitability across all budget and performance levels," said Marla Suttentberg, Principal at Sapphire Marketing. "Tely Labs's videoconferencing solutions are a perfect fit for us since they combine breakthrough technology with ultimate cost-effectiveness and flexibility of deployment.

At well under \$1,000, the standards-based telyHD platform provides a new way for systems integrators to extend their enterprise customers' video collaboration capabilities beyond the boardroom into secondary conference rooms and huddle rooms. The telyHD system can also be delivered as a cloud-based platform, which is especially helpful to SMB customers who want to realize the productivity benefits of videoconferencing without having to invest in expensive infrastructure.

"Sapphire Marketing has earned a well-deserved reputation as a leader in its field by providing its resellers with deep A/V technology expertise combined with outstanding service and support," said Sreekanth Ravi, CEO at Tely Labs. "We look forward to working with Sapphire as we pursue our goal of introducing many more channel partners and their customers to the possibilities of extending videoconferencing to every meeting room in every company."

The telyHD product suite from Tely Labs is now available from Sapphire Marketing. More information is available at www.sapphiremarketing.com.

Tely Labs will exhibit at booth #1692 at InfoComm 2013 in Orlando, Florida, June 12 – 14.

About Tely Labs

Founded in 2010, Tely Labs is a pioneer in simple, secure and affordable video communication and collaboration systems that fundamentally change the way people communicate. Tely Labs is dedicated to bringing videoconferencing to every meeting room, remote office and healthcare facility – simply, securely and affordably. For more information on Tely Labs, visit www.tely.com.