



Mediatrix Appoints New Sales Director for Northern Europe

Gottfried Heim, an industry expert, to head expansion in the fast growing European Marketplace

Sherbrooke, QUEBEC, and Munich, GERMANY - October 18, 2006 –Mediatrix Telecom Inc., the leader in Voice over Internet Protocol (VoIP) access devices, gateways and branch connectivity, today announced the appointment of Gottfried Heim as sales director for Mediatrix in Northern Europe. In his new role, Gottfried will be responsible for expanding the Mediatrix sales operations throughout Northern Europe, and will be working out of Mediatrix's new office in Germany.

Gottfried joins Mediatrix after holding several positions as Account Manager and Sales Consultant within the Deutsche Post for b2b integration solutions, as well as working as an Account Manager for bol Systemhaus GmbH, a leading provider of formula-based eGovernment solutions in Germany. Gottfried holds an MBA degree from the University of Würzburg in cooperation with the University of Boston.

"I am delighted to be joining Mediatrix and to be associated with one of the most progressive brands in the industry", said Gottfried Heim. "Mediatrix Telecom has a genuinely compelling offering to both channel partners and enterprises backed up by a full line of quality products and the best support service in the VoIP industry".

"We are delighted that Gottfried Heim is joining Mediatrix as our new managing Sales Director for Northern Europe and are confident that he will be a strong and innovative leader with his extensive industry experience in the European marketplace," said Serge Beaudoin, President and Chief Operating Officer for Mediatrix. "Mediatrix is committed to investing in Northern Europe and in continuing to strengthen our presence in this key market sector."

About Mediatrix Telecom, Inc.

Mediatrix develops and markets advanced VoIP access devices, gateways, routers and value-added software enhancements for the enterprise, SOHO, and residential markets. Its products provide an ideal migration path for end users wishing to protect their current CPE investment (analog/digital phones, fax machines, PBX and Key Systems) while migrating to a converged IP network. Mediatrix products and solutions are widely interoperable and have received commercial endorsement from some of the world's leading manufacturers of telecommunications equipment as well as from large telecommunication carriers. Mediatrix is a wholly owned entity of Media5 Corporation, a high technology holding company based in the Montreal area, in Canada. Media5 Corporation also owns M5T, a software provider focused on delivering the latest in SIP software technologies and security solutions to companies developing applications for real-time multimedia communications over IP. Mediatrix has corporate offices in the Sherbrooke area, in Canada and regional offices in the United States, Europe, Latin America. For more information, please visit www.mediatrix.com.

For more information, please contact:

Mike Spooner
Marketing Communications Manager
Mediatrix Telecom, Inc.
Phone: 1-877-GET-VOIP Ext. 424
Email: [mspooner@mediatrix.com](mailto:m Spooner@mediatrix.com)