

For Immediate Release

Brown & Cole Stores Rely on the Straitshot Intelligent Private Network to Deliver Valuable Information to Employees

Leading supermarket chain selects Straitshot based on proven network performance, ability to reduce IT costs, and retail customer experience

SEATTLE – February 7, 2006 – Straitshot Communications announced today that Brown & Cole Stores has selected the Straitshot Intelligent Private Network (IPN) as a faster, more responsive, and cost-effective solution over frame relay or Internet VPNs. Designed to deliver superior security and network performance without the high cost or complexity of Frame Relay, Brown & Cole Stores will deploy the Straitshot network at its 30 grocery store locations across the Pacific Northwest.

“As the State of Washington’s oldest family business, we strive to deliver the highest levels of service to our customers,” said Craig Cole, president of Brown & Cole Stores. “By partnering with Straitshot, we now have a high performance network for servicing our employees. We didn’t have to choose between the high cost of legacy private networks or sacrifice performance and security associated with Internet connections. With Straitshot, our employees get all the access they need in real-time, which brings exceptional value to our organization and ultimately our customers.”

The network alternative for today’s high-bandwidth applications, including VoIP, POS and Inventory, legacy, and more

The Straitshot Intelligent Private Network (IPN) is ideally suited for today’s mission-critical business applications and ends the compromise between expensive legacy networks and unreliable Internet VPNs.

Using Straitshot, Brown & Cole Stores provides their employees with secure access to important applications, including electronic payments, pricing,

inventory, Citrix thin-client applications, and the company intranet. In the future, the innovative supermarket chain also plans to deploy VoIP.

Additional features and benefits that Brown & Cole Stores will receive include:

- **Dedicated network capacity offers maximum performance and lowers bandwidth costs.**

Straitshot gives each customer exclusive network capacity, eliminating bandwidth sharing between customers. This means that customers are not forced to add more bandwidth to combat latency or jitter issues, making this a more economical solution over traditional frame relay networks.

- **Quality of Service (QoS) and voice prioritization delivers unprecedented reliability.**

Unlike VPNs, Straitshot supports quality of service (QoS) within the network core and across last mile connections. In addition, the Straitshot network can prioritize traffic based upon the application type, ensuring that voice calls and video are maintained at the highest throughput while bandwidth for lower priority data sessions is dynamically scaled back.

- **Multi-carrier redundancy provides guaranteed availability.**

Straitshot's patent-pending architecture uses multi-access technologies to deliver 99.999% availability.

About Straitshot Communications

Straitshot is redefining the Wide Area Networking market by delivering an effortless and economical replacement for frame relay and Internet VPNs. The company delivers connectivity to securely share mission critical applications between multiple locations and with remote users without touching the Internet. Industry leaders such as Bag N' Baggage, Pet's Choice, and RW Beck rely on Straitshot because they can be assured that the service will meet their needs today and into the future. For more information visit www.straitshot.com.

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