

Source Loop Expands Alpharetta, GA Office, Driven by a Growing Customer Base

Atlanta, Georgia - January 25, 2008 – Source Loop announced plans to expand its operation center in Alpharetta, GA, a northern suburb of Atlanta. Source Loop is a Telecom Expense Management firm offering both professional and managed services designed to enable companies to effectively manage their telecom expenses and service providers.

Daren Moore - a Source Loop Managing Director - indicated Source Loop will be doubling its GA analytical staff in 1Q08, while adding a minimum of 4 new Fortune 500 clients in the first half of 2008. Source Loop's operational center is in Alpharetta GA, the firm is headquartered in Reston VA.

Despite the recent development of economic uncertainty created by the mortgage crisis and tightened restrictions on credit, Daren indicated that "prospects for Source Loop services are strong given our focus on driving cost out of companies' operating budget, while improving their ability to get greater performance and contribution to their business from the network and network service providers."

Daren elaborated on the state of today's industry by stating that "rapid advances in technology, the continued acceleration of globalization and the ever diminishing service levels from the telecom service providers make life tough for folks managing telecom operations. Our clients have enormous pressure to contain costs, while at the same time provide for the ever increasing bandwidth and communication demands to support their business. Our firm is properly positioned to manage the chaos effectively. Whereas many larger companies find themselves handcuffed by tradition and bureaucratic strictures, we have no such problems. We leverage the right talent and have a system free of hidebound traditions that enable us to provide innovative, effective, and time sensitive solutions. If you want to be successful in this industry today, you have to be real good, real fast, and highly adaptable. We have all of these things. Our biggest challenge in the near future will be managing growth; this is much better than the alternative of managing downsizing."

Source Loop is a leading provider of professional and managed Telecom Expense Management services. Source Loop provides Sourcing, Network and Operational Assessments, Audits and Optimization services. In addition, Source Loop also provides a recurring managed service for all Telecom expenses.