



Veramark Hires Industry Veterans to Enhance Telecom Expense Management Sales and Consulting Capabilities

Pittsford, N.Y., October 22, 2008 – Veramark Technologies, Inc. (VERA.OB) a leading provider of [Telecom Expense Management](#) (TEM) solutions, today announced the appointment of two seasoned industry experts to Veramark's sales and services teams. Dean Colarusso has joined Veramark's Customer Services team as Manager of Strategic Accounts, and Joe Sebastian has joined the company as a Senior Solutions Consultant. Both Colarusso and Sebastian will be instrumental in furthering Veramark's commitment to delivering value and customer satisfaction.

In his new position, Colarusso will work with key enterprise clients to develop telecom expense management software and service solutions that meet and exceed customer expectations. With over ten years of experience in the TEM marketplace, Colarusso has an outstanding record of accomplishment of helping Fortune 500® customers effectively manage telecom expenses. "Veramark's TEM solutions have tremendous value for enterprise clients, and I look forward to working with them to maximize their telecom savings," said Colarusso.

Prior to joining Veramark, Colarusso was Director of Enterprise and Affiliate Channel Sales for Asentinel. He previously served as Associate Vice President of Consulting Services and as Director of Account Management for Teldata Control, which later became Control Point Solutions.

"Dean brings over ten years of experience to our customers," said Josh Bouk, Vice President of Customer Services at Veramark. "He will be dedicated to helping our customers use Veramark TEM solutions to manage spend and dramatically improve productivity. We're very excited to have him on our team."

As a Senior Solutions Consultant, Joe Sebastian will help prospective clients define their TEM needs and deploy Veramark solutions that provide maximum return on investment. Working with Veramark's Region Managers, Sebastian will draw on his extensive ERP experience to identify opportunities across the enterprise for telecom cost reduction and process optimization. "Well-designed TEM solutions are self-funding and can generate ROI of 400% or more," said Sebastian. "Our goal is to deliver that kind of value to each of our clients."

In his former position as Client Solutions Director of Sales for Predictive Technologies, Sebastian acquired expertise in the design and deployment of managed services for mission critical solutions. His background also includes over ten years with Oracle Corporation, including four years as Senior Manager, Business Technology Systems.

"With his extensive enterprise-level experience, Joe understands what the CFO is looking for," said Michael Suttle, Veramark's Senior Vice President of Worldwide Sales. "He knows how to maximize the value that our integrated solution can provide for our customers."

"With the addition of Dean and Joe, we have significantly strengthened our ability to serve our clients and deliver results", said Tony Mazzullo, Veramark's President and Chief Executive Officer. "We'll leverage their expertise and business acumen to help our customers save money and improve the bottom line".

About Veramark Technologies, Inc.

Veramark is a leading provider of communications management solutions that help organizations gain visibility into their communications networks and reduce expenses associated with their voice, data, and wireless services and infrastructure. Veramark solutions, which include software and services for Telecom Expense Management (TEM), provide business intelligence for managing complex unified communications networks on a global scale. For more information visit www.veramark.com.

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