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magicJack Appoints Industry Veteran Kerrin Parker to Broadsmart CEO

Broadsmart COO promoted to CEO reporting directly to Don Bell

WEST PALM BEACH, Fla. and NETANYA, Israel, June 26, 2017 (GLOBE NEWSWIRE) -- magicJack VocalTec Ltd. (Nasdaq:CALL), a leading VoIP cloud-based communications and UCaaS company, announced today that Kerrin Parker has been promoted to CEO of Broadsmart, a division of magicJack. Broadsmart is a leading hosted UCaaS (Unified Communication as a Service) provider for medium-to-large multi-location enterprise customers. Parker, who previously served as COO of Broadsmart, has more than 20 years of experience in the UCaaS industry and will report directly to Don Bell.

"We're investing behind Kerrin to scale Broadsmart with an elevated focus on development, innovation and expanded product offerings to the enterprise community," said Don Bell, CEO, magicJack. "Kerrin is a natural leader, client advocate and experienced UCaaS operating executive. She has an impressive track record building her business by delivering for her clients. Her passion for the business and vision for the future of Broadsmart will serve both current and future clients."

"The UCaaS market continues to expand rapidly, with much of that growth predicted in the enterprise segment. Broadsmart stands apart by flawlessly delivering end-to-end custom solutions and personalized support to enterprise customers. With the introduction of new technology, new products and a new go-to market strategy into our existing core, we're uniquely positioned for growth. I couldn't be more excited to be taking on this role at this point in Broadsmart's evolution," said Parker.

"We look forward to leveraging Kerrin's wealth of experience to further define how magicJack and Broadsmart combine our resources to most effectively serve our customers," said Bell.

For more information about Broadsmart and magicJack, please visit magicJack.com

About magicJack VocalTec Ltd.

magicJack VocalTec Ltd. (Nasdaq:CALL), the inventor of magicJack and a pioneer in Voice over IP (VoIP) technology and services, is a leading cloud communications company. With its easy-to-use, low cost solution for telecommunications, the Company has sold more than 11 million magicJack devices, which is now in its fifth generation, has millions of downloads of its calling apps, and holds more than 30 technology patents. magicJack is the largest-reaching CLEC (Competitive Local Exchange Carrier) in the United States in terms of area codes available and number of states in which it is certified.

About Broadsmart

Broadsmart, a leading hosted UCaaS (Unified Communication as a Service) provider for medium-to-large multi-location enterprise customers, is a division of magicJack VocalTec Ltd. Broadsmart has a track record of designing, provisioning and delivering complex UCaaS solutions to blue chip corporate customers on a nationwide basis. Broadsmart has expertise in servicing enterprises with hundreds-to-thousands of locations.

magicJack® is a registered trademark of magicJack VocalTec Ltd. All other product or company names mentioned are the property of their respective owners.

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