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**NATIONAL RETAIL BROKERAGE MAKES STRATEGIC INVESTMENT FOR ITS FUTURE  
WITH \$2.6 MILLION BUY ORDER FOR SIEMENS BRANCH OFFICE COMMUNICATIONS SOLUTIONS**

BOCA RATON, Fla, Aug. XX, 1999 -- Siemens Information and Communication Networks, Inc., today announced it has received a \$2.6 million order from Wadell & Reed, one of the nation's largest and fastest-growing retail brokerage firms, to outfit its nationwide network of financial service branch offices with leading-edge solutions based on the Hicom® 150 E communications server platform.

For each of its more than 180 locations throughout the United States, Wadell & Reed will standardize on a Siemens communication solution comprised of Hicom 150 E communication servers, Opitset® E digital phones and other related equipment and services. The Hicom 150 E servers will be linked to the Hicom 300 E communication server system that is resident in Wadell & Reed's Kansas City headquarters.

"Wadell & Reed represents the largest corporate installation of our Hicom 150 E platform to date in North America," said Rick Fitzgerald, vice president of sales for Siemens Information and Communications' Office Solutions Group. "Winning the bid against a field of formidable competitors demonstrates the robust value of our product offerings and our ability to provide customized solutions to multi-site Fortune 1000 enterprises."

Siemens was selected based on the company's ability to deliver a price-competitive, feature-rich solution for Wadell & Reed that has the ability to converge voice, data and video. Another factor was Siemens' product distribution capabilities that allow for localized installation and service for all of their widely-distributed branch locations, which are primarily located in rural areas.

Installation of the Hicom 150 E solutions will begin in September. Completion of the project for the entire 180 site infrastructure is forecasted for the mid-2000.

"Installing a common communications platform across all of our locations will greatly enhance the efficiency of our sales advisors in delivering value-added services to customers," said (spokesperson for Wadell & Reed). "Siemens' clearly demonstrated a winning ability to provide a standardized solution that incorporates state-of-the-art technology with the ability to enhance and upgrade as our needs grow."

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## **Siemens Signs \$2.6 Million Deal With Wadell & Reed, Page 2**

### **Hicom 150 E Product Offerings**

Hicom 150 E telephony communications servers are designed for businesses that need to accommodate up to 250 users. With built-in support for ISDN, multimedia conferencing and video, the server family is a worldwide communications platform and is offered with a comprehensive, complementary suite of applications, including the award winning Optiset® E digital telephones.

Hicom 150 E servers are competitively priced, easy to configure, simple to maintain, and have been engineered to support industry-standard computer/telephony (CT) interfaces such as Telephony Application Programming Interface (TAPI), Common Application Programming Interface (CAPI), and Computer Supported Telephony Application (CSTA). The Hicom 150 E server complements the Siemens Hicom 300 E family of enterprise communications servers by offering CorNet® digital networking, ISDN interfaces and a global desktop offering.

The Hicom® LAN Bridge integrated module provides seamless connections between traditionally separate phone and local area networks by integrating Ethernet LAN data connections into a Hicom 150 E communications server. The Hicom LAN Bridge enables Siemens Hicom 150 E communication systems to act as a single ISDN solution for simultaneous voice, data, facsimile and video communications.

(Insert Wadell & Reed boilerplate)

### **About Siemens Information and Communication Networks**

Based in Boca Raton, Fla., Siemens Information and Communication Networks provides highly integrated voice, data, and video communication capabilities to carrier and enterprise customers. Last year the company's 7,500 U.S. employees helped generate sales of nearly \$2 billion. Its parent firm is Siemens, the pioneering electronics firm with more than 400,000 employees worldwide and global sales that exceeded \$66 billion in fiscal 1998. For more information, call 1-800-765-6123 or visit the company's World Wide Web site at <http://www.icn.siemens.com>.

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