

TELES USA and Jackson State University Demo First Responder Solution for Department of Homeland Security

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New World Brands, Inc. (OTCBB:NWBD) announced today that its TELES USA Division, in cooperation with Jackson State University, conducted the first public demonstration of its newly fielded Transmission Alternatives Link Kit, or "TALK Box." A combination of time-tested, proven TELES components, the TALK Box was developed for the US Department of Homeland Security's Center of Excellence at Jackson State University (JSU).

The TALK Box allows police, fire, and other first responders to quickly re-establish robust telephone and data communications in the event of severe weather or other catastrophic events. TELES USA partner Bandtel, The Global Leader in Pure SIP Trunking, provided VoIP services during the event, connecting the TALK Box to the world. These capabilities, previously beyond the reach of most rural counties and municipalities, will now be available at prices for even modest budgets. TELES USA's premier systems integration partner in the region, SBC Instrument & Control, provided support.

Dr. Robert Whalin, Ph.D., Director of the Department of Homeland Security Center for Natural Disasters, Coastal Infrastructure, and Emergency Management at JSU, declared the TELES TALK Box demonstration an "unqualified success. TELES USA has shown they can bring much-needed capabilities to the residents of Mississippi and the Nation."

Lead Researcher, Dr. Gordon Skelton, Ph.D., agreed, touting the cooperation between TELES USA, Jackson State University, and the US Army's Redstone Army Arsenal. "We've clearly demonstrated today the value of collaboration between the academic, military, and corporate community in providing solutions that bridge communities, save money, and save lives. We're very excited about continuing to work with TELES USA in developing advanced telecommunications solutions for Homeland Security and Disaster Preparedness."

New World Brands is a growing force in the Homeland Security, Department of Defense, and Emergency Management community. The company plans to launch a new subsidiary in the second quarter of this year focused primarily on providing advanced voice and data communications solutions to the sector.

About New World Brands: The New World Brands Family of Companies includes two subdivisions, NWB Networks and NWB Telecom. The NWB Networks division manages TELES USA (<http://www.telesusa.com>), exclusive provider to the North American Market of TELES NGN gateways and softswitches. NWB Telecom is a global telecom traffic wholesaler. New World Brands is headquartered in Eugene, OR. <http://www.nwbtechnologies.com>.

About BandTel: Bandtel is the global leader in pure SIP Trunking services. The company ensures that customers and partners alike receive the most reliable, end-to-end VoIP and SIP trunking service available today. BandTel's N-Plus™ architecture is designed to solve throughput and redundancy problems on high-capacity SIP-based networks and eliminate single points of failure. BandTel is headquartered in Los Angeles, California. <http://www.bandtel.com>.

About SBC Instrument & Control: SBC Instrument & Control, based in Corinth, MS, is a regional leader in providing telecommunications and data networking infrastructure. Developing and maintaining critical infrastructure for TVA and other regional giants, SBC Instrument & Control is the face of TELES in the Mississippi, Tennessee, and Alabama public services market. <http://www.sbc3.com>.

About Jackson State University: Challenging Minds, Changing Lives Jackson State University, founded in 1877, is a historically black, high research activity university located in Jackson, the capital city of the state of Mississippi. Jackson State's nurturing academic environment challenges individuals to change lives through teaching, research and service. Officially designated as Mississippi's Urban University, Jackson State continues to enhance the state, nation and world through comprehensive economic development, health-care, technological and educational initiatives. The only university in the Jackson metropolitan area, Jackson State is located near downtown, with three satellite campuses throughout the city. For more information, visit www.jsums.edu.