

TELES USA Singled Out for Innovation and Quality at Leading IP Communications Event in February, 2009

Internet Telephony Conference & Expo East 2009

MIAMI — New World Brands Inc. (OTCBB:NWBD) announced today that its TELES USA business unit has been named winner of a “Best of Show” Award at Technology Marketing Corporation (TMC®)’s INTERNET TELEPHONY Conference and EXPO East 2009. TMC reports that the conference was attended by over 7,000 people at the Miami Beach Convention Center in Miami from February 3-4, 2009.

The appeal of the TELES VoIP Box GSM 4FX product line is based on its broad range of unique features, functions, and economy. According to TELES USA engineer Daniel Engelman, with this new TELES Box “...A customer can enable a legacy PBX for Voice over IP and GSM.” Since calls continue to be routed as before, “...the entire solution is entirely transparent to the end user.” The impact of this for the customer is a very cost effective way of tapping into IP telephony for their interoffice and long distance communications needs.

This is the second consecutive year that New World Brands has won a Best of Show Award at the Miami Beach IT Expo, an encouraging indication of New World Brands’ picking up sustainable traction in the market. The award serves as great exposure and motivation for NWB and TELES USA, as well as for our customers, stakeholders, and partners.

The Best of Show awards are presented to companies unveiling the most impressive new products or new releases at the show. Each winner displayed and demonstrated their product on the INTERNET TELEPHONY Expo show floor.

“This award again demonstrates the powerful synergies between TELES AG and New World Brands’ TELES USA division,” commented New World Brands CEO, David Kamrat. *“The combination of TELES R&D excellence and our strength in sales and marketing continues to deliver for NWB customers and shareholders.”*

New World Brands Family of Companies includes two main subdivisions, NWB Networks and NWB Telecom. The NWB Networks division manages the combined offerings of TELES USA, and IP Gear, while the NWB Telecom division trades in wholesale telecom traffic.

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