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Cincinnati Bell's eMerge Service Simplifies and Unifies Business Communication Environments

Cincinnati – February 20, 2009 – Cincinnati Bell Inc. (NYSE: CBB) announced today the launch of HYPERLINK "<http://www.evolvebusinesssolutions.com/eMerge/>" [eMerge](#), a new hosted voice and data communications service that provides small and medium businesses with greater control of their day-to-day business communications.

“Business customers of all sizes look to HYPERLINK "<http://www.cincinnati-bell.com/business/>" [Cincinnati Bell](#) to deliver solutions that increase productivity without sacrificing reliability and eMerge delivers on all fronts,” said Dave Heimbach, vice president, VoIP Solutions for Cincinnati Bell. “eMerge allows small and medium-sized businesses to converge all of their voice and data communications onto one centralized platform for one simple, predictable monthly service fee.”

With Cincinnati Bell's eMerge service, users can remotely manage voicemails and other enhanced calling features, such as rerouting of calls through selective call forwarding, shared call appearance and simultaneous ring, to name a few. These are valuable features for companies having a mix of fixed-location employees as well as highly mobile employees.

Additionally, eMerge provides businesses with a built-in disaster recovery solution in the event they are unable to physically access office phones due to a natural disaster or other event. eMerge is part of Cincinnati Bell's HYPERLINK "<http://www.evolvebusinesssolutions.com/>" [evolve Business Solutions](#), the company's portfolio of network and premises-based voice solutions combined with high-speed Internet access.

Visit HYPERLINK "http://www.cincinnati-bell.com/evolve" www.cincinnati-bell.com/evolve
for more information about eMerge and the complete evolve Business Solutions portfolio.

About Cincinnati Bell Inc.

With headquarters in Cincinnati, Ohio, HYPERLINK "<http://www.cincinnati-bell.com>" Cincinnati Bell (NYSE: CBB) provides integrated communications solutions—including local, long distance, data, Internet, and wireless services—that help keep residential and business customers in Greater Cincinnati and Dayton connected with each other and with the world.

In addition, businesses ranging in size from start-up companies to large enterprises turn to Cincinnati Bell for efficient, scalable office communications systems as well as complex information technology solutions including data center and managed services.

Cincinnati Bell conducts its operations through three business segments: Wireline, Wireless, and Technology Solutions. For more information, visit HYPERLINK "<http://www.cincinnati-bell.com>" www.cincinnati-bell.com.

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