

Princeton Hosted Solutions Selects BroadSoft to Power its Enterprise Hosted Unified Communications Services

*Princeton Hosted Solutions introduces feature-rich, affordable hosted
communications services*

GAITHERSBURG, MD, February 10, 2014 – BroadSoft, Inc. (NASDAQ: BSFT), today announced that Princeton Hosted Solutions has introduced hosted Unified Communications (UC) services, powered by BroadSoft's [BroadWorks®](#) platform, for the SMB and large enterprise market segments.

Princeton Hosted Solutions selected BroadWorks to meet the evolving and dynamic communications needs of its customer base. Princeton will now leverage BroadWorks to deliver an enterprise offering that extends beyond standard PBX capabilities to include a range of hosted communications services such as unified messaging, enhanced voicemail, voicemail-to-email and meet-me conferencing.

Princeton serves five distinct business vertical markets including: auto dealers, legal, financial, medical and local government. Princeton required a single platform from which it could provide each business segment with a customized offering that includes hosted communications services most applicable to their specific needs.

"The versatility of BroadWorks is well suited to the diverse communications needs of our customers," said Brad Bono, Chief Executive Officer, Princeton Hosted. "The ability of the BroadWorks platform to provide a full range of hosted services enables Princeton Hosted to cultivate the subscriber relationship by offering a new suite of innovative services that improves our value proposition and helps us to differentiate our offerings from competitors."

Princeton Hosted Solutions selected the BroadWorks platform based on BroadSoft's extensive industry experience and superior capabilities, including:

- **Platform flexibility, scalability and support** for industry standards, enabling a seamless integration of third-party technologies and application.



- Validated to simultaneously support tens of millions of subscribers in a single deployment.
- **Industry leader** - over 500 global fixed, cable, mobile and converged service provider customers in more than 60 countries, and 19 of the top 25 global customers, based on revenue..
- **Feature-Rich and Affordable** - a Software-as-a-Service (SaaS) model can lower solution costs, while providing a rich set of enhanced, cloud-provided unified communications capabilities without the operational and maintenance expenses associated with on-premises PBX equipment.
- **Open Platform** - BroadWorks open architecture offers an enterprise solution that works seamlessly with leading handset vendors. In addition, Princeton will benefit from an open interface and portal so it can easily manage their customers' communication requirements.

"We are excited to work with Princeton and to enable them to deliver on their vision of providing enterprises of all sizes with innovative, cloud-delivered unified communication services," said Michael Tessler, chief executive officer, BroadSoft. "With its powerful capabilities and ease of use, BroadWorks continues to enable service providers like Princeton to meet the cost, feature and functionality needs of their business customers."

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified by their use of terms and phrases such as "will" and "enable" and other similar terms and phrases and include, among others, statements regarding the benefits to Princeton's customers resulting from the use of the BroadWorks platform in Princeton's service offering and the competitive advantages of such service offering. The outcome of the events described in these forward-looking statements is subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from the results anticipated by these forward-looking statements, including, but not limited to the financial and other benefits to BroadSoft resulting from the use of the BroadWorks platform by Princeton in its product offerings as well as those factors contained in the "Risk Factors" section of BroadSoft's Form 10-K for the year ended December 31, 2012, filed with the Securities and Exchange Commission, or SEC, on February 27, 2013, and in BroadSoft's other filings with the SEC. All information in this release is as of February 10, 2014. Except as required by law, BroadSoft undertakes no obligation to update publicly any forward-



looking statement made herein for any reason to conform the statement to actual results or changes in its expectations.

About BroadSoft

BroadSoft is the leading provider of software and services that enable mobile, fixed-line and cable service providers to offer Unified Communications over their Internet Protocol networks. The Company's core communications platform enables the delivery of a range of enterprise and consumer calling, messaging and collaboration communication services, including private branch exchanges, video calling, text messaging and converged mobile and fixed-line services.

BroadSoft and BroadWorks are registered trademarks of BroadSoft, Inc. All other names are trademarks of their respective owners.

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