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Cisco Unified Communications Made to Order for SUBWAY Fast-Food Franchise

*Calence, IPcelerate and Cisco Team to Improve Operational Efficiencies,
Customer Satisfaction and Employee Productivity at 26 SUBWAY Restaurants*

CISCO PARTNER SUMMIT 2006 — SAN DIEGO, Calif., March 14, 2006 –

– Cisco Systems®, Inc. announced today that a franchisee of 26 SUBWAY® restaurants in Tucson, Ariz. will deploy the Cisco® Unified Communications system to upgrade his communications infrastructure and add a series of new feature-rich business applications.

Innovative Internet Protocol (IP) based applications such as timecard and shift management, daily deposit reporting, operational task reminders, and 911 alerts will be available to restaurant employees. Using the touch-screen, color display of a Cisco Unified IP Phone 7970G, employees can interact with software applications in the same way they interact with the franchises' current point-of sale-computers.

The highly customized applications were designed, developed and implemented by Cisco partner IPcelerate, a Dallas-based Cisco Technology Developer Program Partner. While Calence, a Phoenix-based Cisco Gold Certified Partner, planned, designed and implemented the Cisco Unified Communications system.

The 26 Arizona-based SUBWAY restaurants employ nearly 400 staff and serve more than 500,000 customers a year. The restaurants are privately owned and operated by Les White, president of Zeus Nestora. "In the quick-serve restaurant industry, our success rests on our ability to motivate our staff, streamline our operations and empower our employees," White said. "The applications that run on our Cisco IP phones are helping us maintain our unique sense of culture and improve our communication capabilities. I never imagined a phone would have such an impact on my business."

Taking a Bite Out of Operational Costs with Business Software Applications

"By migrating to a fully integrated and highly secure IP communications infrastructure, SUBWAY franchisees now have easy access to a range of cost-efficient,

time-saving applications through their Cisco IP phones,” said Mike Fong, Calence’s chief executive officer. “This is a great example of how growing businesses can take full advantage of network technology to help cut costs, enable new applications and services, and improve organizational efficiency.”

Through an in-depth Application Discovery Workshop, IPcelerate helped Les White and his management team identify a series of business activities that integrated voice-data applications could address. Those included:

- Timecard and shift management
- Daily deposit
- Storewide emergency awareness
- Customer-order improvement
- Daily storewide task awareness
- Employee recognition
- Employee safety

“By working with Les to understand his business challenges, we were able to develop voice applications that truly deliver a business solution and a reason for investing,” said John Moore, director of IPcelerate’s Application Consulting Group. “Ultimately, business owners want to hear about business solutions, not technology.”

The Cisco Unified Communications system links the 26 SUBWAY restaurants with industry-leading security and includes Cisco Media Convergence Server running Cisco Unified CallManager software, Cisco Unity® Voice Messaging, Cisco Unified IP Phone 7970Gs, Cisco Catalyst® switches, Cisco integrated services routers, and the PIX® firewall.

About Cisco Systems

Cisco Systems, Inc., (NASDAQ: CSCO), is the worldwide leader in networking for the Internet. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

About SUBWAY

The SUBWAY restaurant chain is the world’s largest submarine franchise, with more than 25,000 locations in 83 countries. The chain is also the second largest fast-food brand in the world. For more information about the SUBWAY chain, visit www.subway.com

About IPcelerate

IPcelerate, Inc. is a Dallas-based software development company with a focus on business-impacting applications in a VoIP communications environment. For more information, please visit the website at www.ipcelerate.com.

About Calence, LLC

Calence, LLC, one of the largest pure-play network solutions providers in the United States, delivers core network solutions, advanced technologies, consulting, and management services to some of the world's most prominent organizations to improve operational efficiency, increase productivity and boost customer satisfaction. Calence (www.calence.com) is a Cisco Gold Certified Partner and an IP Communications Specialized Partner, as well as a Cisco Advanced Technology Partner for IP Contact Centers. Calence is headquartered in Tempe, Ariz.

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