



Silver Star Communications
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For Immediate Release

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J.R. Simplot to utilize software that will ultimately enhance safety of mining operations

Freedom, WY, July 10, 2009 -- J.R. Simplot Company has contracted with local communications and broadband provider, Silver Star Communications, and *unicomconnect*[™] to provide "Software-as-a-Service" in their mining operations. This revolutionary IP-based service, the first of its kind in the U.S., was designed to allow for seamless communications between voice, data, video, text and radio devices, changing the way companies communicate.

unicomconnect specializes in simplifying communications by providing it on a non-stop Software-as-a-Service basis. CEO of *unicomconnect*, Michael Beaton, stated "In partnership with Silver Star Communications, we will implement a state-of-the-art, always available communications interoperability mining system with technical and operational support on a non-stop basis." For J.R. Simplot's mining operation the Software-as-a-Service will provide the company and emergency responders an efficient and effective means of communicating using a variety of existing equipment, regardless of make, model, manufacturer or frequency. This service will not only increase the effectiveness of the company's communications, but ultimately the safety of the workers in the mine.

According to Verlen Andrews, Mine Maintenance Manager at Smokey Canyon Mine, "We chose this service for three primary reasons: the technology provides ubiquitous communications in our mining operations, eliminating the need to purchase new equipment, thus saving significant capital outlay; *unicomconnect* provides 24 x 7 x 365 support in daily operations and during emergencies, and the unique features and functionality of this product will greatly improve how we and our emergency responder partners react during dangerous situations to protect property, prevent injuries and save lives."

Allen Hoopes, CEO and President of Silver Star Communications, stated "As a communications company, we know the importance technology plays in emergency situations. We've been waiting for someone to create a product or service that would enable all of the various communication devices used by businesses today to work with each other. Establishing a relationship with *unicomconnect* to provide their services to our customers was an easy decision when we thought of all of the businesses, government entities and universities such a service would benefit."

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About Simplot - The J.R. Simplot Company, a privately held agribusiness firm headquartered in Boise, Idaho, responsibly brings earth's resources to life with an integrated portfolio that includes phosphate mining, fertilizer manufacturing, farming, ranching and cattle production, food processing, food brands and other enterprises related to agriculture. Simplot's major operations are in the U.S., Canada, Mexico, Australia, New Zealand and China, with products marketed in more than 40 countries worldwide. For more information visit www.simplot.com or call 307.883-6685.

About Silver Star Communications - Silver Star Communications is a full-scale technology company offering communications and broadband services to a wide geographic area covering Eastern Idaho and Northwestern Wyoming. It has invested millions of dollars into a communications and broadband infrastructure to ensure they meet the future demands of the industry and serve residents to the best of their ability. For more information visit www.silverstar.com or call 307.883-2411.

About *unicomconnect*[™] - *unicomconnect*[™] provides continuous communication interoperability solutions on a Software-as-a-Service (SaaS) basis. Rather than continually paying for hardware, software and maintenance licenses, clients pay a fixed, monthly price that provides everything they require, including all support and maintenance to enable everyday convergence between voice, data, video, text and radio devices for enterprises and emergency responders using existing equipment, regardless of make, model, manufacturer or frequency. For more information visit www.unicomconnect.com or call 770.335-7613.