

Steven J. Hamerslag Named Chief Executive Officer, President of JFAX.COM

LOS ANGELES, Jan. 27 /PRNewswire/ -- JFAX.COM, Inc. (Nasdaq: JFAX) today announced that Steven J. Hamerslag has been named president and chief executive officer of the Internet messaging and communications company, effective immediately. Hamerslag, 43, was founder and chief executive officer of MTI Technology, a leading international provider of data storage management products and services. In his nine years at MTI, Hamerslag developed key products that helped drive the company's growth, and led MTI through its initial public offering in 1994.

Tim Johnson, 35, has been named to the newly created position of vice president of product marketing and business development at JFAX.COM. Johnson served as senior director of business development at Iomega Corp., where he oversaw marketing and product development of Iomega's market-leading Zip-Drive™ data-storage product.

Lester Morales, 37, has been named to the newly created position of vice president of sales for JFAX.COM. Morales was the founder and president of Capitol Communications, a telemarketing company based in Michigan.

In a related transaction that facilitated the additions of Hamerslag, Johnson and Morales to the JFAX.COM team, JFAX.COM has acquired 95% of SureTalk.Com, a closely held Internet-based messaging and communications company based in Carlsbad, Calif., in a stock-for-stock transaction valued at about \$9 million. The transaction closed on January 26, 2000. Hamerslag joined SureTalk in July 1999 as chief executive officer and principal investor. Johnson joined SureTalk in September 1999 as vice president of business development, and Morales, who co-founded SureTalk in 1998, served as vice president of sales.

"Steve Hamerslag, Tim Johnson and Lester Morales complete the buildout of our management team in impressive fashion," Richard S. Ressler, co-chairman of JFAX.COM, said. "One of the company's top priorities has been to build a management team that can direct and support JFAX.COM's growth strategy to build and dominate the burgeoning Internet messaging and communications market. As co-chairman and an investor in JFAX.COM, I couldn't be more enthusiastic about the company's future under Steve's leadership."

Hamerslag said, "At SureTalk, we envied the infrastructure, customer base, market position and technology of JFAX.COM. We're very excited about combining our marketing and sales strengths with JFAX.COM's leading market position and financial strength. Together, we will enhance JFAX.COM's lead in the Internet messaging and communications space."

Hamerslag assumes the title of JFAX.COM's chief executive officer from Ressler, 41, who will continue to serve as JFAX.COM's co-chairman. Hamerslag assumes the president's role from Gary Hickox, 43, who is assisting in the transition and will be pursuing other business opportunities.

SureTalk is a leader in Internet-based messaging and communications that introduced and leveraged its viral and partner strategy to build a user base of approximately 200,000 subscribers under the Fax4Free name. SureTalk's Web-based technologies allow the company to automatically fax Website content from more than 400 Websites under the Site2Fax name. In addition, SureTalk provides Internet messaging and communications services to non-profit groups and associations that serve more than 12 million members.

JFAX.COM is an Internet-based messaging and communications service provider to individuals and businesses throughout the world. JFAX.COM's services enable the user's e-mail box to function as a single repository for all e-mail, fax and voice mail and permit convenient e-mail and voice mail retrieval through e-mail or by phone. JFAX.COM® is a registered trademark of JFAX.COM.

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contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.