



August 24, 2020

Business Merger PRESS Announcement:
MiSignal Business Services Unit and Clarity Voice Have Merged.

MiSignal today announced it has entered into a definitive merger agreement for its business phone service division with Clarity Voice, the leading provider of FranchisePhones systems.

This merger with Southfield Michigan based Clarity Voice, “further strengthens our service position in the franchise marketplace. The combination of MiSignal’s pizzeria know-how combined with Clarity’s tenured experience serving franchise networks will result in greater efficiencies, increased capabilities, improved scalability and customer service enhancements,” said Gary Goerke, CEO of Clarity Voice.

MiSignal customers will now be managed under Clarity’s PizzaPhones brand with sales efforts championed by Greg Rowe, formerly of MiSignal. “All customers will have expanded features through using Clarity’s unified communication system and Clarity will continue to provide uninterrupted service to existing business customers,” said Josh Rowe founder of MiSignal, who will assume the role of Chief Technology Officer at Clarity beginning September 10, 2020.

“We are excited to transition our business customers to Clarity while we expand our service capabilities to serve the growing pizzeria marketplace,” said Rowe.

“By bringing together these two franchise focused companies through this transaction, we are creating a strong and compelling platform for both the pizzeria sector and for our overall restaurant segment growth. Our combined resources and business insights mean increased scale and relevance both in the U.S. and Canada. We have the utmost respect for what the Rowe brothers have accomplished in business and greatly look forward to working together as we integrate the two companies,” said Melissa Fisher, COO of Clarity.

MiSignal, who also serves as an internet service provider in Howell, Michigan, will continue to service residential homes in Livingston county.