



Jason Smith
Vice President

MIDLAND COMMUNICATIONS CHANGES NAME TO MIDLAND TECHNOLOGIES

*Same Strong Team with an Even
Stronger Company Name*

DAVENPORT, IA – December 15, 2016 - Midland Communications, an industry leader in business communications, announced today that the company has changed its name to Midland Technologies. The reason for the name change is that the old name no longer accurately reflects the core competencies of the business. Midland Technologies got its start well over 70 years ago, and since it's inception the company has grown to develop a very diverse suite of technology products and services. For the past decade, Midland Technologies has been providing managed IT services, security, surveillance, audio visual and unified communications solutions to the business community.

One of the biggest reasons for the change was that customers were not aware of Midland's diverse solution set, and thought that Midland *only* provided unified communications equipment. So, when a customer had another need for a technology solution, they would start procuring services from other technology providers and complicated their networks unnecessarily in the process. "Many of our customers have grown tired of the finger pointing that results from having multiple vendors miscommunicating while

attempting to support the same core system," states Jason Smith, President of Midland Technologies. He adds, "For example, if a customer uses one High-Speed Internet provider and another provider for Internet-based Telephony, what happens when the technology doesn't work? The Internet provider blames the telephone provider, and vice versa. The problem with this is that the customer is left with bickering providers, instead of a solution to their mission-critical technology need."

Smith later added, "That's why we made this name change. We take ownership of the problem and use whatever technical expertise it requires to solve the problem that our customer faces. Doing our part isn't enough, it's about solving problems. As a result, our customers never have to deal with finger pointing. Most of our customers are large organizations that can't afford the loss in productivity, due to provider bickering. Our customers expect high-performance from their technology at all times and we'd like our company brand to echo that philosophy. We've been operating in this manner for well over 10 years, but it's time that our company name finally reflects our core philosophy towards business. The reason the name change has taken so long is that we've been busy solving problems, instead of

worrying about our company image."

At this point in time, the name change is helpful to Midland's customers because it educates them to understand that Midland provides everything, instead of just one service. Midland uses a variety of technology manufacturers to design custom technology solutions, including ExacVision, Milestone, Dell, HP, WatchGuard and many others. Midland will also be unveiling a new website, new brand and same great team at their launch, which is slated to occur before the end of the year.

"We're excited to make this change," states Jason Smith, President of Midland Technologies. "This change has been a long time coming and we're glad for our company name to finally reflect the diverse solution set that we provide to customers. We expect this to deepen our relationship with current customers and to create a better customer experience for everyone we connect with in the future, as well."

ABOUT MIDLAND TECHNOLOGIES

Midland Technologies began more than 70 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership

with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Technologies has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is

simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Technologies, call (563) 326-1237 or visit www.midlandcom.com.