



Midland Communications Signs Reseller Agreement with Interactive Intelligence to Offer IP Business Communications Software

Interactive Intelligence Software To Help Midland Communications Customers Increase Revenue Opportunities, Improve Operational Efficiencies, Reduce Costs, And Ensure Investment Protection

DAVENPORT, IA, January 15, 2008 -- Midland Communications has signed an agreement allowing it to market, sell and support the Interactive Intelligence Microsoft-based IP telephony applications suite.

“The Interactive Intelligence IP telephony suite’s unique open, single-platform architecture will help our customers increase revenue opportunities, improve operational efficiencies, reduce costs, and ensure investment protection,” said Jason Smith, sales manager of Midland Communications.

“Midland Communications is a fantastic new asset to our 250-plus global channel network,” said Interactive Intelligence vice president of worldwide sales, Gary Blough. “Its expertise in VoIP is extremely impressive and it

strives to exceed customer expectations on a daily basis.”

Interactive Intelligence first released its Microsoft-based IP telephony applications suite in 1997. The standards-based, single-platform architecture with built-in multi-channel processing was designed to eliminate the cost and complexity introduced by “multi-point” vendors.

The IP telephony suite includes applications ideal for mid-size enterprises, including SIP-based switching, automatic call distribution, interactive voice response, multimedia recording, Web chat, unified messaging, conferencing, fax services, speech-enabled unified communications for mobile workers, and more. Pre-packaged options also include Windows-based server hardware, media gateways, SIP proxies, and IP phone sets.

ABOUT MIDLAND COMMUNICATIONS

Midland Communications began more than 60 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 Communications 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 Communications, call (563) 326-1237 or visit www.midlandcom.com.