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Midland Communications Explains the Importance of Taking Advantage of IRC Section 179 to Small to Mid-Sized Businesses

Many Companies Are Not Aware of the Tax Law that Can Impact Their Bottom Line

DAVENPORT, IA — November 26, 2008 — Midland Communications, an industry leader in business communications, announced today that the company is educating the region's businesses on how to take advantage of significant tax deductions when acquiring new technology under Internal Revenue Code (IRC) Section 179. Midland Communications is placing special emphasis on Section 179 because the deductions may change under the new administration in 2009.

"Section 179 of the Jobs and Growth Tax Relief Reconciliation Act was specifically designed to give businesses the ability to increase their spending on new equipment and generate growth in order to stimulate the economy," said Jason Smith, sales manager of Midland Communications. "Unfortunately, many companies are not aware of these substantial deductions and how it applies to their business. We believe it is our job as our customers' strategic business partner to educate them on Section 179 and give them the information so they can determine whether to take advantage of it in 2008."

Back on February 13th, President Bush raised the deduction limit under Internal Revenue Code (IRC) Section 179. Now, business taxpayers may

generally elect to take an outright deduction of up to \$250,000 of the cost of equipment placed in service during a tax year. If the aggregate cost of qualifying equipment placed in service during the tax year is greater than \$800,000, then the deduction is reduced by \$1 for each dollar by which the aggregate cost exceeds \$800,000. For qualifying assets, the cost of which has not been deducted under Section 179, the remaining cost of the equipment is then depreciable in accordance with the ordinary tax depreciation rules.

Since February, businesses have been experiencing a tremendous push with these new changes. Those companies that are aware of the deductions are scrambling to ensure they are taking the appropriate steps, because it means hard dollars going directly to their bottom line. Surprisingly, many companies have either never heard of the law or don't know how to take advantage of it.

"During these uncertain economic times, companies must continue to change the way they conduct business and invest in technology or they will not be around much longer," added Mr. Smith. "These deductions give businesses of all sizes the ability to do just that! Many organizations haven't made a change to their voice and data technology in quite sometime and the latest advancements have an amazing impact on profitability and productivity. Now, is the time for

every organization to take a hard look at implementing new technology that will help them weather the ups and downs that our economy is likely to experience over the coming months."

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.