



Jason Smith
Sales Manager

Midland Communications Customer Advocates to Introduce Managed IT Services to Small and Mid-Sized Businesses

Outsourcing the Management of Data Networks Enables Companies to Focus on Their Core Competencies

DAVENPORT, IA — December 22, 2008 — Midland Communications, an industry leader in business communications, announced today that the company's Customer Advocates will introduce managed IT services to the region's small to mid-sized businesses. By outsourcing the management of an organization's data network and infrastructure to Midland Communications, they can focus all of their energy and resources on their core competency.

"Running an efficient network is not easy, especially with the convergence of voice and data," said Jason Smith, sales manager of Midland Communications. "Too often companies are caught up in day-to-day operations that mission-critical network maintenance and security management get overlooked. Unfortunately, most businesses do not have the resources to properly maintain, support, and keep their technology up to date. Managing the network is our core competency so it makes sense to outsource this important function to our team of industry experts."

Managed IT services was designed to assist companies in not only monitoring their network, IT infrastructure, and phone system but providing methods and tools for maximum utilization. Types of services include remote network monitoring and reporting 24 hours a day, 7 days a week, firewall

monitoring, intrusion detection, patch assessment and vulnerability scanning, preventative tasks, disaster recovery, data backup and regular performance analysis. Midland Communications also offers help desk support on any issue an employee may face.

Outsourcing the support of a company's network has a number of unique benefits. First and foremost, Midland Communications' experts in the field analyze the network to develop a complete game plan. Modeling and simulation tools assess current network traffic and evaluate the performance of desired enhancements and upgrades to determine the most appropriate solution before implementation. The end result is a custom designed system that supports future growth and change through flexible and scalable network environments. Midland Communications is quickly becoming their customers' trusted advisor offering CIO level of advice to their businesses.

"It doesn't make economic sense for a business to incur the cost of adding full time in-house IT professionals with all of the loaded costs that come with it when this function can be outsourced saving thousands of dollars each year," added Mr. Smith. "We've developed a detailed communication plan that our Customer Advocates will execute so all of the businesses we serve are educated the value of our managed IT services offering. During this economic downturn companies must evaluate the manner in which they conduct business and look for these

types of solutions that have the power of increasing their profitability, while giving them a competitive advantage."

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.