



Jason Smith
Vice President

MIDLAND COMMUNICATIONS OFFERS CUSTOMERS VIRTUAL HOSTED OFFICE SYSTEMS

*Leading Unified Communications
Provider Helps Customers Take
Advantage of Cloud Based
Technologies to Advance Their
Business*

DAVENPORT, IA – March 28, 2011 – Midland Communications, an industry leader in unified communications, announced today that the company is providing its customers with Virtual Hosted Office systems designed to help small to mid-sized businesses take advantage of the latest in cloud-based technologies.

Cloud-based technologies are not only part of the future of technology, they have become an integral part of the present. Virtual Hosted Office systems provide secured access to company data and applications from anywhere in the world and small to mid-sized businesses are deploying this technology in order to remain competitive in today's economic environment. The driving forces behind this growth are increased profitability and enhanced IT infrastructure security.

"Many small to mid-sized businesses have absolutely no need for on-site servers, and they can just as easily be hosted in the cloud for a fraction of the cost.

Additionally, Virtual Hosted Office systems are continuously updated which provides dramatic cost savings over purchasing and repurchasing servers, comments Jason Smith, Vice President of Midland Communications. "Furthermore, these systems provide all hardware and operating system upgrades necessary for proper server upkeep, which translates into reduced costs for business owners."

Virtual Hosted Office systems also bring an element of enhanced IT security to SMBs. Since systems are hosted off-site in multiple, excessively secure, "disaster-proof", 24x7x365 monitored, "bunker-style" facilities, companies are able to operate with much greater levels of security. In fact, Virtual Hosted Office Solutions are compliant with all HIPPA regulations, Sarbanes-Oxley and other security regulation laws as well.

Cloud-based technologies have revolutionized the way today's businesses function, and companies like Midland Communications are adding value to their customers by introducing advanced technologies like Virtual Hosted Office systems.

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.