



Jason Smith
Vice President

UNIFIED COMMUNICATIONS SET TO EXPLODE IN 2011

Jason Smith of Midland Communications Shares Insights on Technology's Rapid Growth Among SMBs with International Organization

DAVENPORT, IA — May 26, 2011 — Midland Communications, a leading unified communications provider, announced expectations of heavy industry growth for the coming year during an interview with Technology Assurance Group (TAG), an international organization of unified communications companies spread throughout the United States and Canada. The TAG organization monitors sales, financial performance and other economic indicators among technology providers. "It's exciting to see that small to mid-sized businesses (SMBs) are ramping up acquisition of the latest technology across the country and that even some of the toughest pockets of the nation are beginning to show signs of strong growth," stated Jason Smith, Vice President of Midland Communications.

Several factors are contributing to the turnaround and technology is driving the next bull market. Historically, technology has proven itself to be one of the first sectors to pull the economy out of a recessionary period and business owners are investing heavily in disruptive technologies that cut costs and improve employee productivity.

One of the most influential and recent technological breakthroughs in business communications is Session Initiation Protocol (SIP). In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated. "SIP is reinventing the way we communicate and our customers now have an upper hand on their competition," commented Smith.

Another powerful technology making its way into is the SMB marketplace is Hosted Voice over Internet Protocol (VoIP). Hosted VoIP serves the needs of entrepreneurs and enterprises alike, by delivering powerful features such as improved call quality, valuable disaster recovery tools, and applications designed specifically for telecommuters and remote workers. Included in the system are advanced features such as unified messaging, automatic call distribution, auto attendant, call recording, call flow reporting as well as traditional telephony features.

A growing trend among business owners is to outsource the management of their IT networks with managed IT services. Consequently, this is stimulating

the economy since these services are designed specifically to assist companies in maintaining and supporting their network and IT infrastructure. Types of services may 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.

"Today's marketplace demands excellence from all areas of a business and several of the products and services we provide are enabling our customers to increase their profitability and gain a competitive advantage," stated Mr. Smith. "Competition may be fierce, but we rest easy knowing that our customers can react more quickly and with greater efficiency than their competitors."

Jason Smith was interviewed by TAG regarding his views on the future of technology because he is well-known in the industry, possesses substantial technical expertise and has built a strong reputation in his community. Dale Johnson, President of TAG added, "Jason has always been able to peer around the corner and see what's coming so he can help his customers take advantage of what's on the horizon. His organization expends a tremendous amount of effort to reside on the leading edge of technology but he does it simply

because it is the right thing to do. We are proud to be associated with a technology futurist like Jason.”

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.

ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)

Technology Assurance Group, LLC (TAG) is a national organization of leading independently owned telecommunications companies. TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic partnerships with communication solution providers, best business and management practices, and advanced sales training programs. TAG's mission is to leverage it members' combined economic power, to increase their sales and profit margins, and to bring advanced technology to the marketplace. For more information on TAG, please call 858-673-5800 or visit www.tagnational.com.