



Jason Smith
Vice President

Midland Communications Invited to Attend 15th Annual TAG Convention

National Convention for Undisputed Leaders in Unified Communications and Customer Experience

DAVENPORT, IA — February 24, 2015— Midland Communications, a leading provider of unified communications, announced today that Jason Smith, the company's Vice President, will be attending Technology Assurance Group's (TAG) 15th Annual Convention. The event will take place on April 19th-22nd in Savannah, Georgia at the Hyatt Regency. TAG is an international association of independently owned unified communications companies representing nearly \$350M in products and services in the industry.

The purpose of the convention is to bring together the brightest leaders and most progressive thinkers in the technology industry to share best business practices and mutually contribute towards one another's growth. The overarching goal is to unveil and share practices that make each company deliver a better customer experience from start to finish. The event is invite-only and is reserved for elite organizations with a track record of innovation, customer-centric business philosophy and a desire to serve their local community. Each business represented is a pioneer in their respective marketplaces and the discussions will range from emerging technologies to new business practices to advancements in customer experience.

"This event is always packed with new ideas that keep us at the forefront of new developments in our rapidly advancing field," stated Mr. Smith. "We find it very valuable to collaborate with other CEOs, Owners and high-

performers to identify new ways of doing things. We consider it our obligation to attend prestigious events like this because we need to know what's coming down the pipeline and how that's going to affect our customers. When we see new developments before the mass market, we usually can leverage that to accelerate the growth of our customers' businesses before everyone else catches on. This is why we're always one step ahead because we're out there focusing on how we can improve our deployment of advanced technology."

"Experts in voice, managed IT services, security/surveillance, audio visual, structured cabling and managed print solutions will all be in attendance, so every organization will be able to enhance all areas of their business as a result of participating," said Brian Suerth, President of TAG. "One of the keynote speakers, is the world renowned Jeffrey Gitomer, who is an author of several New York Times best sellers. He will be sharing his views on cultivating relationships with today's customer," added Mr. Suerth. "We're looking forward to another successful convention and we're excited about the contributions of high caliber individuals, such as Mr. Smith."

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 an international organization of leading independently owned unified s communications 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 increase its Members' sales and profits through education and to ease their introduction of new technology to the marketplace by leveraging their combined intellect and purchasing power. For more information on TAG, please call 858-946-2108 or visit www.tagnational.com