

Appia Named One of Michigan's "50 Companies to Watch" | Award recognizes innovative companies throughout the state of Michigan.

TRAVERSE CITY, Mich. – March 31, 2010 – Appia Communications announced today that it has been honored as one of the "Michigan 50 Companies to Watch," an award that recognizes innovative companies throughout the state.

Michigan 50 Company to Watch Traverse City-based Appia is a nationwide provider of managed business communication and networking services, including hosted VoIP and video conferencing. The Michigan 50 award is sponsored by the Edward Lowe Foundation and presented by Michigan Celebrates Small Business. Appia will be inducted with the class of 2010 at an award ceremony in Lansing on April 29.

"Our customers count on us for some of the most critical aspects of their businesses," said Victor von Schlegell, Appia's president. "It's a responsibility we take very seriously, and it requires a lot of hard work and dedication from our entire staff. We have a great team, and we're honored to be recognized in this way."

"Now 300 strong, the second-stage businesses that comprise the Michigan 50 Companies to Watch have not only persevered through challenging times, but also found opportunities to grow," said Penny Lewandowski, director of entrepreneurship development at the Edward Lowe Foundation. "They continue to hire and develop new markets for their products and services. They are making a substantial difference in their communities — and their industries. Our 2010 inductees are proof that entrepreneurs are, and always have been, the future of Michigan's economy."



The Michigan 50 program defines second-stage companies as having six to 99 full-time-equivalent employees and \$750,000 to \$50 million in annual revenues or working



capital. Winners were selected by Michigan-based judges from the banking, economic development, entrepreneurship development, and venture capital communities. Information about the Michigan 50 Companies to Watch program can be found at michigan.companiestowatch.org. For information about Michigan Celebrates Small Business, visit michigancelebrates.biz.

For more information about Appia, including its full suite of communication and networking solutions, partnership opportunities, customer case studies and more, please visit www.appiaservices.com or call 877-277-4297.

About Appia Communications

Appia Communications is a leading provider of managed communication and networking services, with a focus on small and midsize companies and organizations. Appia's solutions help customers minimize capital investments, reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia serves markets nationwide, with operations in Boston, Chicago, Detroit, Houston, Indianapolis, Los Angeles, New York, Philadelphia, San Francisco and St. Louis.

Appia has also been recognized as one of America's fastest-growing private companies (Inc., 2007-09); one of the fastest-growing solution providers in the technology industry (CRN, 2009); and one of the top managed service providers in the world (MSPmentor, 2009-10).

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