

## **Appia Communications Welcomes New Regional Manager for Northeastern U.S.**

NEW YORK, NY – February 12, 2009 – Appia Communications announced today that Odila Roman has joined the company as Regional Manager for the Northeast U.S., including New York, New Jersey, and New England.

Appia, a nationwide provider of managed IT and telecom services, tapped Roman to serve its growing regional client base of customers and channel partners. She is based in New York City.

"The Northeast has really opened up to us, and we're growing to meet the demand," said Jason Ulm, Appia's vice president of sales. "Odila brings a wealth of expertise and experience in the industry and in this market. We're excited to have her on our team."

Roman has nearly 20 years of professional experience in telecommunications sales and management, having worked with Siemens, Avaya, Toshiba, and others.

For more information on Appia's managed IT and telecom services, or about becoming an Appia partner, please contact Odila Roman at 646-825-2137 or [odila@appiaservices.com](mailto:odila@appiaservices.com).

### **About Appia Communications**

Appia Communications is a leading provider of managed IT and telecommunications services, enabling small and midsize companies and organizations to benefit from Internet Protocol technology for far less than the cost of an in-house implementation. Appia's managed solutions help customers reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia has operations in Boston, Chicago, Detroit, Indianapolis, Los Angeles, New York, St. Louis, and other markets in North America and Europe. Appia was named to Inc. magazine's list of America's fastest-growing private companies in both 2007 and 2008. For more information, please visit



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