

Appia Communications Welcomes New Regional Manager for Northeastern US

Traverse City, Michigan, February 14, 2008 – Appia Communications, a leading provider of managed IT and telecommunications services, announced today that Richard Pellichero has been appointed Regional Manager for the northeastern United States.

"Rich brings extensive experience in developing and supporting channel partners. We are excited to have him on our team," said Jason Ulm, Vice President of Sales.

Rich has been in the telecommunications industry for over 30 years. His responsibilities have included channel development and direct sales. His former employers are NBX Corporation, Sonexis, Avaya, and 3COM, and several technology start-up companies. Rich is a graduate of Alliance College. He has two children and lives in the Boston area.

For more information about Appia's managed IT and telecommunications services in the northeast, please contact Rich Pellichero, Regional Manager, at 877-277-4297, or email him at rpellichero@appiaservices.com.

About Appia Communications

Appia Communications is a leading provider of telecommunications services, whose mission is to enable small and mid-sized companies and organizations to realize the benefits of Internet Protocol (IP) technology. Appia's 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 New York, Chicago, Los Angeles, Detroit, Indianapolis, St. Louis, Boston, and other markets in North America and Europe. For more information about Appia's managed IT and telecom services, or about becoming an Appia partner, please call 877-277-4297 or visit www.appiaservices.com.