

Appia Hires New Regional Manager for Northwest U.S. | Mike Guerrero brings a strong background in networking technologies and video conferencing as part of Appia's ongoing expansion.

SAN FRANCISCO – March 4, 2010 – Appia Communications today announced that Mike Guerrero has joined the company as Regional Manager for the Northwest United States.

Appia, a nationwide provider of business communication and networking services, began expanding its West Coast operations late last year. Guerrero (pictured) will serve Appia's growing base of customers and channel partners throughout northern California and the Northwest.

Jason Ulm, Appia's vice president of sales, said that Guerrero possesses a unique combination of both technical and business acumen.

"Mike has a profound understanding of video conferencing, MPLS and other networking technologies," Ulm said. "What sets him apart is the ability to apply that knowledge to solve specific business problems. He's a tremendous asset for one of our most dynamic markets, and we're excited to have him on board."

For more information on Appia's services and partnership opportunities in the Northwest, please contact Mike Guerrero at 925-687-1551 or mikeg@appiaservices.com.

For more information about Appia, including its full suite of communication and networking solutions, 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 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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