

Business Broadband Providers Profiting from Appia Managed Services | As broadband prices fall, providers look to network applications to become more competitive.

TRAVERSE CITY, Mich. – April 2, 2009 – Facing shrinking margins and stiff competition, business broadband providers are looking for ways to differentiate. According to Appia Communications, a leading provider of managed IT and telecom services, this search is accelerating provider interest in Appia's managed service offerings.

"Scarce bandwidth at high prices has given way to abundant bandwidth at low prices," said Victor von Schlegell, president of Appia Communications. "Bandwidth providers are trying to recapture the margins they once enjoyed, and bundling services is the way many of them are doing it."

Customers are attracted to the simplicity and savings of a single source for voice, video, and data. "Managed services and broadband connectivity go hand in hand," said Jason Ulm, Appia's vice president of sales. "Offering both at the same time provides real value to customers and a real opportunity for our partners."

For more information about Appia's managed services, or about becoming an Appia partner, please contact Jason Ulm at 317-715-9507 or jason@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, and was named one of the world's Top Five Managed Service Providers on the 2008-09 MSPmentor 100.

For more information, please visit www.appiaservices.com or call 877-277-4297. Appia is a Cisco Powered Network and holds advanced Cisco communications certifications.