

Third Time is a Charm | Appia Communications Named to the MSPmentor 100 Global List Appia named for third year in a row as one of the world's top 100 Managed Service Providers (MSPs)

TRAVERSE CITY, MI - February 17, 2011 - Appia Communications, Inc., a leading provider of managed communication and network services, has landed on Nine Lives Media Inc.'s fourth-annual MSPmentor 100, a distinguished list and research report identifying the world's top 100 managed service providers (MSPs). This year's MSPmentor 100 report includes MSPs from North America, Europe, the Middle East, Africa and Australia.

"We are again honored to appear on the MSP100," said Victor von Schlegell, president of Appia Communications, Inc. "We believe this continued recognition validates our approach of going 'all-in' to deliver a broad nationwide managed product offering from voice to video conferencing to virtual desktop and storage."

The MSPmentor 100 report, available at <http://www.MSPmentor.net/top-100-msps>, is based on data from MSPmentor's global online survey, conducted October-December 2010. The MSPmentor 100 report recognizes top managed service providers based on a range of metrics, including annual managed services revenue growth, revenue per employee and customer devices managed.

"Nine Lives Media Inc. and MSPmentor congratulate Appia Communications for earning this distinguished honor," said Amy Katz, CEO of Nine Lives Media Inc. "The annual MSPmentor 100 survey attracts participants from across the globe. Qualifying for the final MSPmentor 100 list is a great accomplishment."

"We continue to see accelerating momentum for the world's top MSPs," added Joe Panettieri, editorial director of MSPmentor. "The top 100 MSPs generated more than \$1 billion in recurring revenues for 2010, up 27 percent from 2009. That's remarkable growth considering the challenging global economic landscape in 2010."

MSPmentor, produced by Nine Lives Media Inc., is the ultimate guide to managed services. MSPmentor features the industry's top-ranked blog, research, Webcasts and



FastChat videos. It is the number one online media destination for managed service providers in the world. For more information about Appia Communications, please contact your Appia partner or visit www.appiaservices.com, or call 877-277-4297.

About Appia Communications

Appia Communications is a leading provider of managed communication and network services, with a focus on small to 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 Atlanta, Chicago, Dallas, Detroit, Indianapolis, Los Angeles, New York, San Francisco, Seattle, St. Louis and Washington D.C.

Appia has been recognized as one of America's fastest-growing private companies (Inc., 2007-10); one of the fastest-growing solution providers in the technology industry (CRN, 2009-10); and one of the top managed service providers in the world (MSPmentor, 2009-11). Appia has also been named one of the 2010 Michigan 50 Companies to Watch by the Edward Lowe Foundation.

About Nine Lives Media, Inc.

Nine Lives Media Inc. defines emerging IT media markets and disrupts established IT media markets. Founded in 2008, Nine Lives Media Inc. has generated profitable, debt-free growth since its inception. The company's market leading blogs and online destinations include MSPmentor (www.MSPmentor.net), The VAR Guy (www.TheVARguy.com), Talkin' Cloud (www.TalkinCloud.com), VARTweet (www.VARTweet.com) and MSPtweet (www.MSPtweet.com). For more information, visit www.NineLivesMediaInc.com.