

Appia Communications Named to MSPmentor 100 | Second-Annual Research Report from Nine Lives Media Inc. Identifies the World's Most Progressive Managed Service Providers; Appia Ranked in Top Five

TRAVERSE CITY, MI – February 17, 2009 – Appia Communications, Inc. has been named to Nine Lives Media Inc.'s second-annual MSPmentor 100, a distinguished research report identifying the world's most progressive managed service providers. Appia, a leading provider of managed IT and telecom services to small and midsize companies and organizations, ranks fifth worldwide in this year's report.

"Our success comes from providing reliable managed services that save our customers time and money," said Victor von Schlegell, president of Appia. "We're honored to be further recognized for our efforts, and we hope that the continued growth of managed services encourages more people to examine the benefits they can realize."

The MSPmentor 100 report is based on data from MSPmentor's global online survey, conducted October through December, 2008. The report recognizes managed service providers based on a range of revenue and management metrics.

"There's no doubting the momentum of managed service providers within the MSPmentor 100," said Joe Panettieri, editorial director of MSPmentor. "As a whole, MSPmentor 100 companies generated nearly \$800 million in managed services revenue in 2008, up a dramatic 46 percent from 2007."

The full report is available at no cost at www.MSPmentor.net. To learn how Appia's products and services can benefit your organization, please contact Appia at 877-277-4297 or [info\(at\)appiaservices.com](mailto:info(at)appiaservices.com).

About Nine Lives Media Inc.

Nine Lives Media Inc. (www.NineLivesMediaInc.com) focuses on highly targeted IT audiences, specialized content and lead generation services. Its first three destinations — MSPmentor.net, TheVARguy.com and WorksWithU.com — feature the top-ranked media blogs in their specific markets.



MSPmentor is the ultimate guide to managed services. MSPmentor features the industry's top-ranked blog, research, Webcasts, podcasts and videos. It is the number one online media destination for managed service providers in the world.

For more information on Nine Lives Media Inc. and the MSPmentor 100, please contact Joe Panettieri, editorial director, at 631-423-3536 or [joe\(at\)ninelivesmediainc.com](mailto:joe(at)ninelivesmediainc.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 also named to Inc. magazine's list of America's fastest-growing private companies in both 2007 and 2008. 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.