



News Release

Digital Planet Announces Strategic Initiative to Accelerate New Telecom Revenues for Underserved VARs Nationwide by Supporting VARs locally with Digital Planet Telecom Franchise Partners.

Initiative supports VARs with expert local resources to grow telecom network services revenues with proven business practices and financial models.

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Saint Paul, MN –Digital Planet Telecom, an industry-leading telecommunications professional services firm, today announced their initiative to serve VARs and Interconnects Nationwide with direct local support by offering Franchise Partner opportunities.

“Digital Planet Telecom has been recognized as the national leader when it comes to partnering with VARs and Interconnects to integrate telecom carrier services into their existing technology sales, and we have seen overwhelming success in areas which we have direct partner support,” said Brent Killen, Co-Founder of Digital Planet. “We intend to increase our ability to offer direct, local support with the Franchise Partner program” Killen added.

The Franchise Partner program is an industry first in Telecom agencies and is an opportunity to partner with the nations only master agency with an exclusive VAR/Interconnect focus. A Franchise Partner is a true extension of Digital Planet in the local franchised market. Digital Planet provides the blue print, training, and expertise to succeed and the Franchise Partner provides the local presence and business climate knowledge intimate to the franchise region.

Digital Planet Telecom is the only national master agent that works exclusively with VAR’s and interconnects. No other entity has more experience and dedication to the VAR and Interconnect community, nor has any other national master agent committed to be exclusive to VAR’s and Interconnects.

“Technology Assurance Group (TAG) has enjoyed a strong strategic partnership with Digital Planet,” commented Brian Suerth, EVP & Partner of TAG. “They provide our Member companies, who are the leaders in unified communications representing \$350 million in annual products and services, with world class sales and customer support, a wealth of industry

knowledge and the ability to show VARs how to leverage carrier relationships to help their customers adopt new technology. Digital Planet is an impressive organization that is dedicated to supporting the success of each individual VAR.”

Donna Arsenault, owner of Republic Voice and Data, a Tampa Florida based Toshiba phone system dealer, said “We have now grown to learn and trust that Digital Planet will bring the best price and solution to the table without reserve. The great working relationship Digital Planet has with telecom carriers and knowledge of their specific products, and how those products integrate into our equipment offerings, has proved valuable at the proposal stage, and crucial during the installation and follow-up phases,”

To learn more about Digital Planet Telecom go to www.digitalplanettelecom.com.

About Digital Planet

Headquartered in Saint Paul, Minnesota, Digital Planet Telecom is the only National Master Agency with an exclusive VAR and Interconnect focus specializing in the delivery of solutions that integrate telecom network services and phone equipment solutions. Digital Planet Telecom offers the largest selection of telecom carriers in the nation, and paired with our vast knowledge of equipment solutions, we can design complete solutions to fit any customer in any industry. Like its valued Partners, Digital Planet has an industry proven reputation for quality and customer focus.