



Project Leadership Associates accelerates investment in Microsoft solutions and services through new dedicated resources in the South Central United States

Chicago, September 23, 2010-Project Leadership Associates (PLA) a Microsoft Gold Certified Partner and recipient of the Central Region Business Excellence Partner Award for 2010, announced today that it continues to accelerate their national growth strategy within the South Central US by adding key personnel to their Houston and Dallas locations. This significant investment validates PLA's dedication to national expansion and a commitment to providing premiere Microsoft solutions and services.

In FY10, PLA influenced approximately \$9 Million in South Central licensing revenue for Microsoft. PLA was also accepted into the Microsoft Services Ready Program for Virtualization and Desktop Solutions. This program has enabled PLA to accelerate their go to market strategy and services delivery. These investments position PLA to become Microsoft's fastest growing partner in the South Central Region.

Jennifer Heard, Regional Vice President of Microsoft states, "PLA has demonstrated success as a Microsoft partner through effective sales/marketing execution, revenue attainment, opportunity identification, technical expertise and the capacity to expand into new markets. They have proven their abilities to design and deliver innovative Microsoft solutions to customers in both the Central and South Central regions. We are excited to have PLA as a managed partner in Texas and look forward to continuing to build our relationship with such a great partner."

Dan Porcaro, President and CEO of PLA, stated in the announcement, "these investments in senior personnel are critical to our national expansion and growth strategies in business and IT consulting services. We are fully dedicated to growing our customer base through a strategic partnership in the South Central region with Microsoft".

Porcaro announced the appointments of five additional senior consultants dedicated to Microsoft's South Central region.

Andrew Davie recently joined PLA as a Microsoft Enterprise Business Development Manager in Houston, Texas. Well versed in Microsoft Solution Selling, Davie brings solid business experience and an understanding of Microsoft's Core Infrastructure, Business Intelligence, Unified Communication and Collaboration solutions. Prior to PLA, Mr. Davie was a senior business development manager at a Gold Partner in Sydney, Australia.

Tim Knight joins PLA as a Microsoft Senior Unified Communication and Collaboration Consultant in Dallas, Texas. Knight is an eighteen year veteran in Microsoft messaging and communication solutions. Prior to PLA, Knight worked for Time2Market and EMC as Senior Microsoft Consultant providing advanced Microsoft Active Directory, Exchange and Communication Server solutions. Knight will be

responsible for driving local delivery of Microsoft Exchange 2010, Lync Server 2010 and Microsoft Online solution deployments.

Mark Myers is a three year veteran with PLA and is relocating from Chicago to PLA's Houston office. As a Microsoft Senior Unified Communication and Collaboration Consultant, Myers brings over ten years of advanced infrastructure experience providing delivery for Microsoft Exchange and Communications Server solutions for prominent customers like Chicago Mercantile Exchange, Baxter Healthcare and Molex.

Joe Molokach is also a three year veteran with PLA and is relocating back to Houston after spending the last 2 years in client engagements outside of the South Central Region. Joe is a Systems Management Architect with over 8 years of proven IT expertise researching, planning, and implementing large-scale system management solutions, upgrades and deployments. Joe will be focusing on helping PLA clients optimize their windows and desktop core infrastructures for the deployment and ongoing management of Windows 7 and line of business application suites.

Dusty Cejka joined PLA five years ago aiding PLA's expansion into the San Antonio and Austin markets. Dusty was recently promoted to Managing Consultant in our Business Continuity/ Disaster Recovery group focused on expanding our Virtualization Solutions in the South Central Region.

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About Project Leadership, Inc.

Project Leadership Associates is a business and technology consulting firm that empowers small, middle market and enterprise organizations with services across four core solution groups: 1.) Strategy & Execution, 2.) Business Operations, 3.) Applications, and 4.) Infrastructure. Project Leadership has been consistently ranked among Inc. Magazine's Inc. 5000 list of the fastest growing companies in America, Crain's Chicago Businesses' Fast 50 and Everything Channel's CRN Fast Growth 100 List as an annual recognition of growth, performance, and maintaining profitability since its founding in 1998. In 2010, Project Leadership Associates earned the Microsoft Corporation's Central Region FY10 Business Excellence Partner Award. With headquarters in Chicago and branch offices in Houston and Dallas, Project Leadership is uniquely poised to offer a broad array of solutions that work collaboratively with clients to help them realize substantial results. For more information, please visit www.projectleadership.net.

