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**Project Leadership Associates Achieves
Microsoft Unified Communications Competency Voice Specialization**

CHICAGO, July 8, 2008 — Today, Project Leadership Associates (PLA), a Gold Certified Partner in the Microsoft Partner Program and an independent provider of business and technology solutions, announced that they have fulfilled the qualifications necessary to achieve Voice specialization within the Microsoft Unified Communications Competency. PLA is one of only 140 partners worldwide who have attained this specialization.

Earning the Unified Communications Competency Voice specialization requires the completion of competency testing and a rigorous technical readiness program that includes specific staffing requirements, client references and an internal deployment of the complete Microsoft unified communications offering. Companies who achieve the Unified Communications Competency Voice specialization are qualified by Microsoft Corp. to deploy Microsoft unified communications technologies such as Microsoft Exchange Unified Messaging and Microsoft Office Communications Server 2007, including VoIP and audio-, video-, and Web-conferencing.

“PLA has worked hard to earn and achieve the difficult requirements to obtain the Microsoft Unified Communications Competency Voice specialization,” said Don Penland, Partner – Unified Communications at PLA. “PLA is focused on helping mid-market and enterprise customers understand the business value of Unified Communications solutions and assist them with the deployment of these business changing technologies. We have seen that these solutions can have a profound impact on the social networking and collaboration of an organization. More importantly, the effect of integrating Unified Communications into their business processes can be a strong competitive and business maturing evolution.”

“Companies such as Project Leadership Associates that have achieved Voice specialization are trained to understand the potential that exists in Microsoft’s software powered voice technologies,” said Eric Swift, Senior Director of product management for the Unified Communications Group at Microsoft. “In this way they can offer solutions in and outside the realm of traditional telephony, including working with their customers to create more productive business processes through unified communications.”

PLA’s Microsoft unified communication solutions include:

- Microsoft Unified Communications Business Value Assessment
- Microsoft Exchange Server 2007 deployments and migrations from legacy Exchange Server versions or from competing products such as Novell GroupWise or IBM Lotus Notes
- Microsoft Exchange Server 2007 Unified Messaging integrated with current telephony infrastructures

- more -

- Microsoft Office Communications Server 2007 for presence and instant messaging
- Office Communications Server 2007 with Enterprise Voice integrated with current telephony infrastructures
- Office Communications Server 2007 on-premise conferencing
- Deployment and support of Microsoft RoundTable and other Office Communications Server 2007 telephony based hardware (SIP media gateways and SIP compliant telephone endpoints)

About Project Leadership Associates

Project Leadership Associates (PLA) provides professional business and IT consulting services to mid-sized and enterprise businesses across many industries. Our experienced consultants focus on delivering high quality consulting services to clients across six core practice groups: business strategy execution, management consulting, software development, business intelligence, network integration and small business services. PLA is headquartered in Chicago, with branch offices in Boston, Dallas and Houston.

Project Leadership Associates was recently named #29 on the 2008 *Crain's Chicago Business* Fast 50 list recognizing it as one of the 50 fastest growing companies in the Chicago area. PLA was recognized on the Fast 50 due in part to its 279 percent growth during the last four years, as well as maintaining its profitability every year since being founded in 1998. PLA was also recently honored the Microsoft Central Region FY08 Partner Award for Marketing Excellence for their success driving Microsoft Unified Communications solutions in the marketplace. For more information, please visit www.projectleadership.net.

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