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Project Leadership Associates Named to Everything Channel's 2008 CRN Fast Growth 100 List for 3rd Consecutive Year

CHICAGO, July 28, 2008 – Today, Everything Channel's *CRN* Magazine named Project Leadership Associates (PLA) to its 2008 Fast Growth 100 list, recognizing it as one of the fastest growing Solution Providers in the industry for the third consecutive year. Profitable every year since its launch in 1998, PLA has grown 279 percent in the last four years, steadily improving its rank on CRN's annual list from #73 in 2006, to #48 in 2007, to #46 in 2008.

"We take great pride in consistently delivering innovative, value-driven solutions that solve the business and technology needs of our clients. Because of this, the CRN recognition really highlights the success of our company in delivering quantifiable results to our clients. That is the true benchmark that has fueled our continual growth over the past few years," said Dan Porcaro, founder, president and CEO of Project Leadership Associates.

PLA helps companies improve business performance by providing a broad array of business and technology consulting solutions that deliver measurable value in meeting business goals and objectives. These consulting solutions include strategy and execution, business operations, applications and infrastructure.

"The CRN Fast Growth 100 are the cream of the crop when it comes to Solution Providers who know how to wrap technology in world-class services offerings, and this year's group demonstrate that the technology Channel is strong and growing, regardless of surrounding economic conditions," said Robert C. DeMarzo, senior vice president and editorial director for Everything Channel editorial.

The five common traits used in *CRN's* Fast Growth ranking system are: multi-vendor IT solutions, cutting-edge technologies, close customer relationships, strong sales philosophies, and business-oriented IT consulting. Over the past two years, PLA's success in these areas has also garnered them recognition by many other leading industry publications, including:

- **2008 Crain's Chicago Business Fast 50** – PLA was ranked #29 on the list of 50 fastest growing companies in Chicago area.
- **2007 Inc. 5000, Inc. Magazine** – PLA was ranked #1,768 on the list of the fastest-growing private companies in the country.

- **2007 VARBusiness 500, VARBusiness Magazine** – PLA was ranked #485 and placed 36 out of 50 fastest-growing companies on the overall list.
- **2007 Fast Growth 100, CRN Magazine** – PLA was ranked #48 (up 25 spots from 2006) in its second year of being included on the list.
- **2006 Fast Growth 100, CRN Magazine** – PLA was ranked #73 and was one of 75 new solution providers added.

To view the complete Everything Channel's CRN Fast Growth 100, please visit www.channelweb.com.

About Project Leadership Associates

Project Leadership Associates (PLA) provides professional business and technology consulting services to small, mid-sized and enterprise businesses across many industries. Our experienced consultants focus on delivering high quality consulting solutions to clients across four core solution groups: strategy and execution, business operations, applications and infrastructure. PLA is headquartered in Chicago, with branch offices in Houston, TX. For more information, please visit www.projectleadership.net.

About CRN

CRN provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to CRN first for immediate information. With nearly 30 years of experience, CRN is the most trusted source for channel professionals. CRN can be found on the web at www.channelweb.com.

About Everything Channel

Everything Channel, formerly CMP Channel, is the one-stop-shop for accessing, enabling and accelerating technology sales channels. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with an unparalleled audience loyalty and credibility serving all technology sales channels. Through innovative sales and marketing solutions, Everything Channel arms the sellers of technology with the resources they need to achieve measurable and significant results. Everything Channel is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion. To learn more about Everything Channel, please visit www.everythingchannel.com or www.channelweb.com.

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