



For More Information,
masterIT,
Alys Drake, alys@alysdrake.com
or 901-590-9010

Nine Lives Media and MSPmentor,
Joe Panettieri, EVP Editorial Director,
<mailto:joe@ninelivesmediainc.com>
or 1.212.204.4206

J. Michael Drake of masterIT Honored in Fifth-Annual MSPmentor 250

Managed Services Provider (MSP) List Honors Top Executives, Entrepreneurs and Experts

Memphis, Tennessee, September 7, 2012 – J. Michael Drake, chairman and CEO of masterIT was selected for Nine Lives Media's fifth annual MSPmentor 250. The global list identifies the world's leading managed services provider (MSP) executives, entrepreneurs, experts, coaches and community leaders. The MSPmentor 250 is available now at <http://www.mspmentor.net/250>.

This year's expanded MSPmentor 250 coverage includes Locked In the NOC (Network Operations Center) – a definitive list of MSP half of famers. Locked in the NOC honorees played a central role in building the MSP industry. The members of this list were chosen for their technical, business, sales, marketing and community insights and will be forever listed, Mr. Drake was named to this list.

"The term NOC refers to the Network Operating Center of a managed services company and reflects the need for the members' insights at the heart of the business," said Drake. "It is a great honor for me to be named to this list."

"The fifth-annual MSPmentor 250 expands our tradition of recognizing the world's top MSP experts," said Amy Katz, CEO of Nine Lives Media. "If you're seeking to launch or build a managed services business practice, the MSPmentor 250 is the ultimate Rolodex to get you started."

The fifth annual MSPmentor 250 report is based on a global survey of MSPmentor site readers conducted from May through July 2012. The MSPmentor editorial staff also weighed in with nominations, based on the team's daily coverage of the managed services market. The resulting MSPmentor 250 and Locked in the NOC coverage represents MSP experts across business, technology, sales, marketing, community development, coaching and more.

MSPmentor's readership and editorial staff are uniquely positioned to identify the world's top MSP experts. MSPmentor is the world's leading managed services provider blog and community—and the ultimate guide to managed services.

About masterIT:

masterIT provides fixed-fee technology solutions for small to medium businesses in the MidSouth. The company's services include proactive monitoring and management; business continuity; 24x7 end-user help desk services; on-site engineering support; and financial and consulting services. The managed service provider also developed IT-as-a-Utility™, a revolutionary methodology in which information technology infrastructure is provided and refreshed on premise and in the cloud as part of the service. To learn more, visit www.master-it.com.

About Nine Lives Media

Nine Lives Media, a division of Penton Media, defines emerging IT media markets and disrupts established IT media markets. The company's IT channel-centric online communities include MSPmentor (www.MSPmentor.net), The VAR Guy (www.TheVARGuy.com), Talkin' Cloud (www.TalkinCloud.com), VARTweet (www.VARTweet.com) and MSPtweet (www.MSPtweet.com). For more information, visit www.NineLivesMediaInc.com.

###