



Contact:
Michael Drake, CEO
masterIT
(901) 377-7891

FOR IMMEDIATE RELEASE

masterIT Announces Record Growth, New Location

IT Service Provider Grew 55% in 2011, Relocates To New Space

Memphis, TN, February 7, 2012 — masterIT today announced 2011 revenue increased 55% over 2010, and will be moving to a new office space at 57 Germantown Court, Suite 201, Memphis, Tennessee, 38018 effective February 20, 2012.

masterIT CEO Michael Drake attributes the growth to a focused effort on the local market and their focus on service tailored to the client. “Our purpose is to help small and medium businesses optimize technology to be more successful,” says Drake. “We have been listening to our clients and the market and have been working diligently to make it extremely easy for clients to engage our services by offering no minimum specifications or long-term contracts.”

Not only did revenue increase in 2011, but also the size of the masterIT team. President and Chief Technology Officer, Gary Wiseman affirms, “We have added eight engineers to our team in order to help deliver for the client and urgently see that their needs are met with the least amount of effort on their part.”

“The new location was an opportunity to re-design our workflow to be more efficient and to encourage clients and partners to come to us to really experience our culture and take advantage of our resources,” added Connie Foster, masterIT’s Chief Operating Officer.

The additional room also allows masterIT to host monthly [Lunch and Learns](#) designed to educate the Mid-South on technology trends impacting business today and how they can be leveraged. The events revolve around a [white paper](#) published by masterIT.

About masterIT:

masterIT provides fixed-fee technology solutions for small to medium businesses in the Mid-South. 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 <http://www.master-it.com>.