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FOR IMMEDIATE RELEASE

masterIT and Wisetech Announce Partnership

masterIT LLC and Wisetech, Inc., both Memphis, Tennessee-based technology solutions providers, today announce a partnership to provide an innovative approach to the monitoring and management of IT and telecom services for small to medium businesses (SMB's) in the southeast USA. As a result of the partnership, all new services will be provided by masterIT effective August 1, 2006, including managed services, internet, remote back up, hosting, infrastructure supply and support and consulting services.

Designed to meet the growing IT and telecom needs of SMB's (10 – 250 users), the masterIT service is focused on lowering total technology costs while providing high-availability services. The solution offers overall management of voice and data systems, including providing and refreshing the infrastructure itself, remote monitoring and management of the client's IT and telecom portfolio, regular site visits by a designated technician and monthly wellness meetings with a designated account manager. This comprehensive service is invoiced on a fixed monthly cost per user basis.

"The market demands an integrated, proactive approach to the health and uptime of systems to support the business," said masterIT chairman and CEO J. Michael Drake. "I was attracted to Wisetech because our teams have the complimentary skill sets to provide the best-in-class solution to our marketplace, and we both exist to serve the client."

According to Mr. Drake, "In my 16 years in the technology sector, we have supported many different suppliers providing fragmented pieces of the solution. Businesses in all markets, SMB to enterprise, need flexible, cost-effective and secure IT management. But when it comes to effective IT management, SMB's are the most underserved, as their reliance on IT continues to grow while their resources and budgets are stressed. As a result, more SMB's are seeking trusted partners with proactive IT services to meet their needs."

Memphis, TN; July 1, 2006



“That’s where we come in,” according to Gary Wiseman, founder and president of Wisetech and now president and chief technical officer of masterIT. We have developed a menu of service offerings to be a simple, secure and affordable alternative to manage IT while the client focuses on their business.” After 6 years of serving Wisetech clients to provide superior customer service, with masterIT we think we have found a better approach to lowering technology costs and providing high-availability services.”

According to Mr. Wiseman, “For our clients, management of voice and data systems is as easy as flipping on a light switch. And these clients generally realize total cost savings of 20-30%.” masterIT is launching the solution first in the Memphis market, and then will expand to additional markets in the Southeast and beyond. “We will offer the service to existing Wisetech clients as we roll it out to the Memphis market.”

The partnership enables Wisetech to shift its client and employee base to the higher solution value masterIT model over time, and gives masterIT immediate traction in the mid-south SMB market. The companies will occupy new space at 8024 Stage Hills Blvd., Suite 101, Bartlett, TN 38133 effective August 1, 2006.

About masterIT LLC

Founded in 2005, masterIT LLC exists to provide small and medium businesses an innovative solution for the overall management of voice and data systems utilizing its state-of-the-art network operating center, help desk, co-located technology infrastructure, remote monitoring and management methodologies and superior client-driven technical staff. www.master-it.com

About Wisetech, Inc.

Founded in 2000, Wisetech, Inc. is the mid-south’s premier professional networking, computing and Internet provider serving the SMB sector. Services include Internet connectivity (DS3, T1, and DSL), networking and support, spam and virus filtering, security, disaster recovery, equipment supply, moves/adds/changes and cabling. www.wisetechinc.com

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