

**Promedia Technology Services, Inc. Named Americas Academic Partner of the Year Award
Winner at VMware Partner Exchange 2012**

Partners Across the Globe Acknowledged for Excellence in Delivering VMware Virtualization and Cloud Solutions

Feb. 15, 2012 — **Promedia Technology Services, Inc.** today announced that it has been named the Americas recipient of a VMware Partner Network Award in the Academic Partner of the Year category by VMware. The award was presented at VMware Partner Exchange 2012, VMware's annual partner event, on Feb. 14 in Las Vegas.

"We are proud to acknowledge the achievements made in 2011 by members of the VMware partner ecosystem and congratulate Promedia Technology Services, Inc. on winning a VMware Partner Network Award," said Doug Smith, vice president, global partner strategy and operations, VMware. "Partners worldwide assemble at VMware Partner Exchange to become equipped with the tools and knowledge needed to further realize the benefits of virtualization and cloud computing – making this the leading global event for partners seeking peer-to-peer training, education and networking to enhance their business strategies and distinguish their position in the marketplace. VMware partners continue to be the foundation of our business and we look forward to the future successes of Promedia in 2012, as well as the rest of our partner ecosystem."

"Promedia is honored to accept this award and is dedicated to creating awareness of VMware virtualization and cloud computing solutions that can enable New Jersey academics to save money, ease administration, decrease downtime and focus on their core competency, which is educating their students," said Gene Murphy, President, Promedia Technology Services, Inc.

Partner recipients of a VMware Partner Network Award in the Americas were acknowledged by VMware in 28 categories for their excellence in performance and distinctive achievements during 2011:

- SMB Partner of the Year
- Solution Provider of the Year
- Government Partner of the Year
- Academic Partner of the Year
- Infrastructure Virtualization Partner of the Year
- Business Continuity Partner of the Year
- Desktop Partner of the Year
- Training (VATC) Partner of the Year
- Distributor of the Year
- Emerging Market Partner of the Year
- Cloud Application Platform Partner of the Year
- Emerging Products Partner of the Year
- VMware Service Provider Program (VSPP) Partner of the Year
- Systems Integrator of the Year
- Partner Executive MVP
- Corporate Reseller of the Year
- National Partner of the Year
- Rising Star of the Year
- LATAM Distributor of the Year
- LATAM Education (VATC) Partner of the Year
- LATAM Solution Provider of the Year
- LATAM Government Partner of the Year
- LATAM Systems Integrator Partner of the Year
- LATAM Best Performance of the Year

- Brazil Solution Provider of the Year
- Mexico Solution Provider of the Year
- NOLA Solution Provider of the Year
- SOLA Solution Provider of the Year

About VMware Partner Exchange 2012

VMware Partner Exchange 2012 is the leading global event for virtualization and cloud partners, bringing thousands of members from the VMware partner ecosystem together to discuss the future of the industry. With more than 170 breakout sessions and an extensive exhibitor pavilion, partners gain valuable insight on how to leverage new technologies to deliver next generation enterprise hybrid cloud solutions to customers. To learn more about VMware Partner Exchange visit www.vmwarepartnerexchange.com

About Promedia Technology Services, Inc.

Promedia Technology Services, Inc. has adopted Virtualization as one of its core technologies, delivering these solutions to the academic vertical. Over the past year Promedia has been able to leverage an Enterprise License Agreement created with NJEDge (a New Jersey Higher Education Consortium) to bring a competitive pricing model for VMware licensing and services in New Jersey to these institutions. This agreement has served as a purchasing vehicle for these institutions, eliminating the lengthy bid process enabling them to implement virtualization solutions on demand. Promedia and NJEDge have extended this agreement to encompass the K-12 subset of New Jersey's Academics by including the NJSBA (New Jersey School Boards Association). This will enable every K-12 district in New Jersey to start a Virtualization strategy. Currently the agreement has had approximately 2 million dollars of VMware licensing and services flow through it since its inception 1 year ago. It has saved academic institutions on average 30% on the licensing costs. Promedia has seen a mixture of over 30+ institutions throughout the state stand up Virtual environments ranging from large Server Consolidation and Virtual Desktop Infrastructure deployments to Business Continuity and Disaster Recovery solutions. Promedia's goal is to continue to increase awareness of the cost savings and benefits of VMware's solutions to the Academic vertical. Seminars and Educational series are continuously being delivered to the academic community both on a high level (CIO, Superintendent, Business Administrator) and a technical level (Network Administrators, Systems Administrators, Technicians) to increase awareness of the Enterprise License Agreement and the benefits of VMware Virtualization. Our team of experienced engineers and account managers have over 25 VMware certifications (VCP, VSP, VTSP) enabling Promedia to achieve VMware Competencies in Business Continuity, Desktop Virtualization, and Infrastructure Virtualization. The solutions Promedia is delivering enable New Jersey Academics to save money, ease administration, decrease downtime, and focus on their core competency which is educating their students. >

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Contacts:

Victor Falconieri
Marketing Manager
Promedia Technology Services, Inc.
marketing@promedianj.com