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**Peters & Associates Achieves a Microsoft Gold Communications Competency  
in the Microsoft Partner Network**

*Peters & Associates Earns Distinction through Demonstrated Technology Success and Customer  
Commitment*

Oakbrook Terrace, IL, USA — December 2, 2011 Peters & Associates, today announced it has achieved a Gold Communications Competency in the Microsoft Partner Network, demonstrating its ability to meet Microsoft customers' evolving needs in today's dynamic business environment. To earn a Microsoft Gold Competency, organizations must complete a rigorous set of tests to prove their level of technology expertise, have the right number of Microsoft Certified Professionals, submit customer references and demonstrate their commitment to customer satisfaction by participating in an annual survey.

Peters & Associates provides complete technology solutions that are predictable, secure, and scalable with Windows Server, SharePoint, Microsoft Lync, Exchange, and System Center. We deliver value that enables our clients to leverage their investments in Microsoft technology. "A Gold Communications Competency differentiates us from the competition and establishes Peters & Associates as Chicago area market leaders, further demonstrating our commitment to serving the needs of customers relying on Microsoft-based solutions," said Andrew Peters, Co-President. "We look forward to helping our customers by continuing to focus our areas of technology expertise in response to today's business needs."

"The Microsoft Partner Network is designed to empower solution providers to succeed in today's business environment. By achieving the prestigious Gold competency, participating companies are provided with a rich set of benefits, including increased customer visibility through branding and accessibility, training and support," said Jon Roskill, Corporate Vice

President, Worldwide Partner Group at Microsoft Corp. “We are proud to put forth a program that provides the right resources to help a company develop the expertise customers demand in today’s competitive market and also provides the community and infrastructure that can connect them to one another, lowering costs for all parties.”

The Microsoft Gold Competency signifies to the market that a company has demonstrated the highest level of skill and achievement within a given technology specialization. All 28 Microsoft competencies are designed to help differentiate a partner’s specific technology capabilities, helping customers find solution providers quickly and easily. Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the industry.

Organizations are always searching for new ways to reduce costs without sacrificing service levels or operating efficiency. Video conferencing, Voice over IP (VoIP), e-mail, and instant messaging (IM) based on Microsoft Unified Communications technologies enable organizations to reduce the cost of travel, training, real estate, and facilities maintenance.

The Microsoft Partner Network is designed to equip organizations that deliver products and services based on the Microsoft platform with the training, resources and support they need to provide their customers a superior experience and outcomes.

**For more information, press only:**

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