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Peak Presence Incorporated Announces Development of Consulting Solution for IBM Business Partners

James Sciano joins Peak Presence team to lead IBM to Microsoft practice conversion consulting

Long Beach, CA—February 22, 2007— Peak Presence Incorporated, a Microsoft partner enablement consulting practice based in Long Beach, California, announced today the addition of a focused practice assisting IBM Business Partners interested in entering into the Microsoft Partner Program. James Sciano, veteran of the IBM partner ecosystem, has joined Peak Presence as the Director of Channel Marketing and Partner Development Programs.

“Partnering with Microsoft is one of the wisest decisions any technology-focused company can make,” commented John Chasse, President of Peak Presence Incorporated, “for over two years, Peak Presence has assisted Microsoft Partners in the development of sales and marketing strategies. It is a logical extension of our capabilities to now target companies looking to partner with Microsoft but who may not have formed a relationship with Redmond – such as those currently with IBM.”

Incorporating the Peak Presence Incorporated Partner-Ready University™ methodology developed to educate sales and marketing professionals working for technology companies, the new offering specifically targets IBM partners looking for guidance on joining the Microsoft Partner ecosystem.

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“The number of IBM partners looking to expand or evolve their businesses by becoming Microsoft Partners is significantly large”, stated James Sciano, “my experience working in the IBM channel combined with experience of the Peak Presence team working with Microsoft will certainly help those company’s business evolution.”

Peak Presence assists technology companies of all sizes with the development of sales and marketing strategy. Peak Presence also offers direct educational programs through their in-house Partner-Ready University™. The process for business evolution includes a series of meetings with the client company which will result in a sales and marketing roadmap including guidance on how to effectively partner with Microsoft.

About Peak Presence Incorporated

Peak Presence Incorporated, based in Long Beach, California, is a founding Member of the Southern California Chapter of the International Association of Microsoft Certified Partners and a Registered Partner with Microsoft Corporation. Peak Presence assists and educates technology companies in the development of marketing and sales programs to improve efficiency, develop new sales channels, and increase revenue. Founded in 2005 by former Microsoft employees, Peak Presence brings over 30 years of experience to customers seeking assistance with marketing and sales efforts and plans.

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