

# DirectPointe Chooses Concierge Communications as First Master Agent

***DirectPointe and Concierge Communications sign strategic contract to connect businesses of all sizes with managed and outsourced IT solutions.***

Lindon, UT, February 25, 2010 -- DirectPointe, a managed IT outsourcing services provider, today announced an agreement with its first master agent, Concierge Communications. The companies will work together to offer businesses a full suite of IT outsourcing tools and managed IT services to help manage their computing infrastructure in a more efficient and controlled manner.

“DirectPointe has a history of developing strong partnerships by providing quality customer service and convenience,” said Dan Atkinson, VP of Marketing & Alliances. “As a leader in the managed IT services industry, it is important for us to deploy these types of partner programs so we can service customers with unique IT outsourcing needs. We are pleased to have such a prominent and well-respected master agent partner representing DirectPointe. Working closely with Concierge Communications will allow us to promote and provide more holistic outsourced IT solutions to the Concierge dealer network.”

DirectPointe will support Concierge Communications and its agents with a combined effort through DirectPointe’s sales team.

“We’re excited to add DirectPointe’s products and services to our portfolio along with their nine-year track record,” said Clark Atwood, Vice President of Concierge Communications. “Their managed IT services and data products will complement our success in managed voice services. Companies are looking to do more with less in 2010, and they desire to remove many of the technical management headaches and skyrocketing costs associated with technology. DirectPointe rounds out our service offerings for managed voice and network services and hosted services. Their model allows us to offer managed desktop services, LAN services, virtualization services and much more.”

Highlights of the master agent program include generous commissions for the life of the customer, DirectPointe sales and marketing resources, the ability to add new offerings without an upfront investment, and the ability to increase bandwidth needs for existing clients. The true benefit of this master partner relationship is the ability to offer IT services to customers with one reliable source to manage all of their IT needs on a continual basis and for one predictable monthly fee.

#### *About DirectPointe*

DirectPointe, Inc. provides outsourced IT solutions for businesses that make technology simple, manageable and affordable all for a predictable monthly fee. DirectPointe is the nation’s most comprehensive Managed Service Provider (MSP) offering both a technology platform and the most complete and advanced managed services for VARs, service providers, broadband service providers, and hardware manufactures offering IT services to businesses. Customers can choose from a customized solution or a managed services solution to complement their existing IT infrastructure. For more information about DirectPointe, visit [www.directpointe.com](http://www.directpointe.com) or call (801) 805-9700.

#### *About Concierge Communications*

Concierge is a no cost, national consulting, business communications and technology solutions broker, representing over 40 different business communications providers. Concierge offers a single source for a variety of business technology needs. For more information, visit [www.conciergecom.com](http://www.conciergecom.com) or call 888.624.2643.

