



Press Contact:
Suzanne Mattaboni
Square 2 Marketing Inc.
610-261-4560
smattaboni@square2marketing.com

MEDIA ALERT:
FREE SMALL BUSINESS
TECHNOLOGY SEMINAR

“Ethernet: The Secret to a Seamless Virtual Network ”

When: **October 4, 2007**
12:00 to 2:00 p.m.
Lunch will be served

Where: **Expert Technology Associates (ETA)**
4060 Butler Pike, Suite 100, Plymouth Meeting, PA

What: Does your organization encompass more than one building or location? Are you concerned about the security and reliability of your network, now and as you grow? An Ethernet WAN (wide area network) may be the best solution for you. Join Expert Technology Associates and Verizon to find out whether your company or campus can benefit from a flexible, scalable Ethernet WAN that will grow with along with you.

Come learn about:

- The advantages of an Ethernet WAN solution, such as:
 - Security and reliability: Ethernet WANs are HIPAA and Sarbanes-Oxley compliant
 - Scalability and cost-effectiveness: Users pay only for the bandwidth they need
 - Streamlined and simplified for fully managed, end-to-end networking solutions
- The criteria to evaluate what type of solution is a good fit for your business
- The steps involved in implementing an Ethernet WAN
- The specific benefits of Ethernet networking in the medical, financial and educational industries

Featured Speaker: Diane Martin, Ethernet Product Line Manager, Verizon

For Information: Visit www.expertta.com/events or call (610) 828-0800 or register at events@expertta.

About Expert Technology Associates: Expert Technology Associates (ETA) drives positive results for businesses through its guidance, implementation, project management and ongoing support of critical business communication applications and systems. The company designs solutions that generate higher profits, lower costs and increased productivity for its clients through VoIP, IP PBX and related solutions; plus carrier services, data networking, managed network services, call center technologies, unified communications and collaboration.