



JSO Technology LLC receives Excellence in Marketing Award from leading VOIP Manufacturer, ShoreTel

Cartoon character "JSO Man" chosen from over 400 international entries

Wauwatosa, WI (www.jsotechnology.com) July 26, 2010: JSO Technology Director of Marketing Lars Hanson was at the La Costa Resort in San Diego, CA Thursday, July 22' 2010 to accept the 2010 Excellence in Marketing award from ShoreTel CEO John Combs

Based in Sunnyvale, CA ShoreTel is the provider of Unified Communications (UC) solutions based on its award-winning IP business phone system. ShoreTel has a reseller network of over 800 channel partners worldwide. Each year, channel partners like Wauwatosa, WI based Information Technology and Unified Communications JSO Technology LLC submit their marketing campaigns for consideration for this prestigious award. The award is given to the partner that has the most new incremental ShoreTel net billings based on outstanding return on marketing dollars invested. The award also comes with \$2000 worth of ShoreTel Marketing Development Fund dollars.

JSO submitted their unique entry '***JSO Man in "ShoreTel Smokes the Competition"***'. JSO Man is an ongoing JSO Technology brand that features a comic strip Information Technology superhero, JSO Man, and his "sidekick" Wonderboy, who solve local business productivity problems with Information Technology solutions like ShoreTel, A10 Networks, Fortinet and Microsoft. The one page comic strips are sent via email and USPS to JSO prospects. The reverse side of the strip features a JSO Man Technology Needs survey. For taking the time to complete and return the survey, the recipient receives a \$25 Visa Gift Card. JSO Man and Wonderboy also have their own website at www.jsoman.com and are currently being featured in a current promotion, JSO Man Photo Contest. Visitors to www.jsoman.com are encouraged to request a JSO Man action figure, and then submit a unique photo of him. Unique entries will be voted for and the winner will receive \$500 and be JSO's guest at their upcoming Information Technology and Business Continuity Summit at Miller Park on September 21st.

The storyboards for JSO Man are developed by Mr. Hanson and then rendered by comic artist and Milwaukee native, Rich Koslowski of Three Finger Prints of Aptos, CA. The funding for the strips is secured by utilizing Marketing Development Funds available from partners like ShoreTel.

ShoreTel's Senior Vice President of Worldwide Sales, Don Girskis said of JSO's submission, "This year's submission had a very creative campaign! JSO's small investment has already paid back 6 times."

About JSO Technology LLC

Based in Wauwatosa, WI, JSO Technology LLC is an Information Technology consulting firm with special expertise in providing business in all industries, including government, healthcare, legal, manufacturing and more, with information security, data backup, managed services, disaster recovery solutions and telecommunications systems.

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About ShoreTel

Sunnyvale, CA based ShoreTel entered the IP telephony market in 1996 and since its first installation in 1998, the company has grown to become a worldwide leader in the IP-based business communication solutions field. With a carefully constructed roadmap designed to meet the evolving needs of modern enterprises, ShoreTel technology delivers a thoroughly proven communication solution to a rapidly growing base of enthusiastic users. www.shoretel.com

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Marketing Excellence

- New, incremental ShoreTel net billings based on outstanding return on marketing dollars invested



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Panel 1: A man in a suit asks, "You mean it's going to cost me \$360 to move one of my employee's phone to a different office?!?" The superhero replies, "That's right! Our billing rate is a minimum two hours at \$180 per hour, and don't forget travel time!"

Panel 2: The superhero asks, "Harris, how would you like to be able to do your own phone adds, moves and changes, saving you time and money?" The man replies, "...And rid this giant power-sucking old phone system for a 'greener,' more energy efficient office!"

Panel 3: The superhero says, "It's easy with ShoreTel VOIP Telecommunication solutions from JSO Technology LLC." The man replies, "My JSO Technology Team can help you choose the right ShoreTel system for your needs. ShoreTel makes it easy to scale from 1 to 10,000 users, all with the help of those small, energy efficient ShoreGear Voice Switches!"

Panel 4: The superhero says, "...And ShoreTel Call Manager software can improve how and users manage their communications." The man replies, "No matter how big your system gets, it's all managed by one easy to use Web browser window, eliminating expensive service calls for simple changes!"

Panel 5: The superhero says, "...what to do with this monster of a cabinet??" The man replies, "Call my JSO Tech Team at 414-455-0719 or visit them on the web to learn how ShoreTel can help your business!"

Panel 6: The superhero says, "ShareTel is saving us so much money the company can afford to treat our employees to these team-building outings!" The man replies, "munch munch... www.jsotechnology.com!!! Since 2002, JSO Technology LLC has helped businesses with Telecommunications solutions."

Panel 7: A sign reads "HARRIS CO. PICNIC". The superhero says, "ShareTel is saving us so much money the company can afford to treat our employees to these team-building outings!"

Caption: Call JSO for an on-site demonstration of the ShoreTel VOIP solution!