



News Release

FOR IMMEDIATE RELEASE

For more information, contact:

Chad Gilbert

Obsidian Public Relations

Phone: (901) 277-2486

E-mail: chad@obsidianpr.com

masterIT Tapped in Global Ranking *Local firm checks in at No. 6 in latest worldwide poll*

Memphis, Tenn., Jan. 31, 2008 – Local network solutions company masterIT has landed on the MSPmentor 100, a distinguished annual list that ranks the world's most progressive managed service providers.

The MSPmentor 100 recognizes managed service providers, integrators, consulting firms and value-added resellers that leverage managed services to vastly improve customer service. Through managed services, solutions providers deliver proactive, constant customer care to businesses of all sizes and from various industries and sectors. The goal is to establish a technological infrastructure that speeds the flow of business and reduces error for customers.

"Qualifying for the MSPmentor 100 is an amazing accomplishment," said Joe Panettieri, editorial director of MSPmentor, which is published by Nine Lives Media Inc. "We analyzed the business performance of more than 500 technology consulting firms and managed service providers worldwide. The MSPmentor 100 represents the best of the best."

J. Michael Drake, chairman and CEO of masterIT, views the company's latest accolade as a tangible result of the hard work of his staff and as a translation of the satisfaction of his client base.

"We are honored and humbled to be recognized on such an esteemed list of global industry leaders," Drake said. "Our ranking as one of the top six managed service providers in the world is an affirmation of our fantastic clients, unique business model and the hard work of our entire team. We promise our clients that we will innovate, communicate, face reality and serve them in every way possible, and this recognition is evidence that we are delivering on our promises."

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MSPmentor ranks providers by calculating an index measurement using such metrics as overall managed services revenue, overall managed services revenue growth, percentage managed services revenue growth, managed services revenue per employee, number of devices managed and other data points comparing fiscal 2007 to fiscal 2006. This index approach ensures an accurate ranking of small, midsize and large MSPs from around the world. More than 500 managed service providers took part in the initial eligibility survey in order to be considered for inclusion into the ranking.

masterIT provides wall-to-wall technology services for small to medium businesses in the Mid-South. Founded in 2005, the company services a variety of clients with a portfolio of solutions, including remote monitoring and management; remote back-up and data security; on-site engineering support; and Internet services. The network service provider also developed IT-as-a-Utility™, a revolutionary methodology in which information technology infrastructure is provided and refreshed as part of a fixed-fee service. To learn more, visit <http://www.master-it.com> or call (901) 377-7891.

MSPmentor serves as the independent voice of managed service providers. It delivers news analysis, timely insights and how-to information for managed service providers that are seeking to maximize their recurring revenue. To learn more about MSPmentor, visit <http://www.mspmentor.net>. For more information about Nine Lives Media Inc. visit <http://www.ninelivesmediainc.com>.

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