



John Zeller
President/CEO

ATS Communications Receives Toshiba Platinum Sales Professional Certification

Only Authorized Toshiba Dealer in the Redding Marketplace

REDDING, CA — February 18, 2009 — ATS Communications, an industry leader in business communications and the only authorized Toshiba dealer in the Redding marketplace, announced today that the company received Toshiba's 2009 Platinum Sales Professional Certification for the third consecutive year. The sales professionals that achieved this status demonstrated exceptional knowledge of Toshiba's advanced communication solutions including the Strata CTX and CIX systems, Strategy Voice Processing Systems, Strata ACD/MIS, and Strata CTX/CIX VoIP. The Platinum level is Toshiba's highest level obtainable, and only 10% of sales professionals nationwide have obtained this prestigious certification.

"We're extremely proud of this accomplishment and the strong partnership we have built with Toshiba over the years," said John Zeller, President of ATS Communications. "Our company is dedicated to staying at the forefront of technology because it enables us to effectively educate our customers on the power of Toshiba's communication systems. ATS Communications' customers view us as their trusted technology advisor and in order to fulfill our role we must be experts at what we do. We're passionate about technology and Toshiba's ability to assist us in increasing our customers' profitability, improving employee productivity and giving them a competitive advantage."

The Toshiba 2009 Platinum Sales Professional Certification is just one of

many certifications that ATS Communications holds. Other highly regarded certifications include Convergence Technologies Expert and Toshiba's Technical Convergence Certification. The Convergence Technologies Expert is only awarded to business communications dealers that demonstrate exceptional knowledge of converged technology including Internet Protocol (IP) applications and solutions. In order to qualify, technical representatives of the authorized dealer must take several rigorous training classes and pass thorough exams issued directly by the manufacturer. Only 35% of dealers nationwide have reached this level.

In order to obtain Toshiba's Technical Convergence Certification the dealer must have at a minimum 2 professionals that are Convergence Technologies Professional (CTP) Certified and hold the Toshiba Technical Training Certification. The demand for unified communications solutions that are feature-rich and cost-effective continues to grow at a rapid pace. Selling, installing and maintaining these solutions require a well-trained workforce that understands how the technologies integrate and how to best meet customers' needs. The CTP training and certification program provides this vital knowledge foundation. The Toshiba Technical Training Certification, on the other hand, enables dealers that have achieved this status to deliver Toshiba's advanced business applications and technology to the marketplace. These applications include Automated Call Distribution (ACD), multi-site networking, and IP based communications.

"Technology changes so fast that in order to compete effectively we must keep our pulse on it at all times," added Mr. Zeller. "Being the only authorized Toshiba dealer in Redding has truly differentiated us. Our unparalleled knowledge of their solutions helps us leverage technology for the betterment of every customer."

ABOUT ATS COMMUNICATIONS

ATS Communications is a leading telecommunications solutions provider of communications equipment and services. ATS has expertise on a complete range of equipment and services that serves small to medium size enterprises with a single location or multiple sites. For over 30 years, ATS Communications has recommended, installed and supported communications solutions that provide business customers with maximum capability and productivity. ATS has gained an excellent reputation in the telecommunications industry and has been recognized for outstanding performance multiple times by several of their strategic partners. Additionally, ATS has been identified as one of the Top 25 East Bay telecommunications companies by a leading publication six years in a row. These credentials have allowed ATS to grow to serve thousands of businesses throughout the greater Bay Area and Northern California. ATS has three offices located throughout Northern California including Concord, Sacramento and Redding. For more information, call our corporate office in Concord at (925) 602-1500 or visit www.atscommunications.com.