



FOR IMMEDIATE RELEASE

xByte Technologies Hires Milestone Marketing Associates

SARASOTA, Florida (September 21, 2011) – Milestone Marketing Associates is pleased to announce that it has recently completed several marketing projects for Sarasota-based xByte Technologies.

“xByte is an ideal client for us,” says Matthew Anderson, founder and president of Milestone Marketing Associates. “They’re a locally-based technology company with nationwide reach. They’re poised for growth, and we believe our expertise and experience makes the two of us a great fit.”

So far, Milestone has provided tradeshow consulting services to xByte, involving primarily booth design and layout. Milestone introduced a unique emergency room marketing theme for xByte’s trade show program.

“One of the things that sets xByte apart is our ability to help our customers get more time out of servers that are no longer supported by the manufacturer,” says Ryan Brown, Marketing Director of xByte Technologies. “The medical theme was a huge hit at our most recent show - The Data Center World Show in Orlando. Most other exhibitors were in your typical khaki and polo shirt. With our blue scrubs and Dell server on a hospital bed, we definitely stood out and left a lasting impression on all attendees. We will continue that brand image next year and build on our success.”

About xByte Technologies

xByte Technologies is a premier reseller of IT equipment with a history of quality service going back nearly 10 years. xByte specializes in servers, storage, and parts for Dell, HP, and IBM, keeping nearly 100,000 of them in stock in its 15,000 square foot warehouse in Sarasota, Florida. For more information about xByte Technologies, call 888-929-8348, email sales@xByte.com or visit www.xbyte.com.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates, Inc. is a virtual advertising agency based in Sarasota, Florida. Milestone provides a full range of traditional advertising, marketing and public relations services, digital solutions including website design, online marketing and video production, as well as trade show consulting and corporate event management. For more information about Milestone Marketing Associates, call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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