

Press Release

MLS Data Management Solutions Attains Gold Certified Partner Status in Microsoft Partner Program
MLS Data Management Solutions Further Distinguishes Itself by Earning a Microsoft Competency in Business Intelligence and Custom Development Solutions

Arlington, TX (March 1, 2010) – MLS Data Management Solutions, today announced it has attained Gold Certified Partner status in the Microsoft Partner Program with competencies in **Business Intelligence and Custom Development Solutions**, recognizing MLS' expertise and impact in the technology marketplace. As a Gold Certified Partner, MLS has demonstrated expertise with Microsoft technologies and a proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

For over 20 years, MLS Data Management Solutions has been providing strategic data driven solutions that combines its business and technology expertise to a wide range of clients. These solutions allow customers to make better business decisions by providing the right data to all levels of an organization. Specific solutions include Business Intelligence, Data Warehousing, Data Quality, and Acquisition Marketing services. MLS helps organizations collect, integrate, organize, store and interpret data. Through these processes data becomes knowledge and knowledge becomes profit. "We are extremely pleased to have attained Gold Certified Partner status in the Microsoft Partner Program. This allows us to clearly promote our expertise and relationship with Microsoft to our customers," said John Kirkland, President. "The benefits provided through our Gold Certified Partner status will allow us to continue to enhance the offerings that we provide for customers."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, corporate vice president of the Worldwide Partner Group at Microsoft Corp. "They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build a positive customer experience with our technologies. Today, Microsoft recognizes MLS Data Management Solutions as a new Gold Certified Partner for demonstrating its expertise in providing customer satisfaction using Microsoft products and technology."

As one of the requirements for attaining Gold Certified Partner status, MLS had to declare a Microsoft Competency. Microsoft Competencies are designed to help differentiate a partner's capabilities with specific Microsoft technologies to customers looking for a particular type of solution. Each Competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry. Within select Competencies, there are Specializations that focus on specific solution areas that recognize deeper expertise within that Competency. Serving as a specialized path to earning those Competencies, Specializations give direct access to the tools and resources that support that specific area of focus.

The Business Intelligence Competency is designed for partners that specialize in Microsoft Business Intelligence Platform and Performance Management. These partners are fully equipped to help customers leverage the data they're already collecting to build more-effective business strategies. For customers, accurate business intelligence often equals a competitive advantage, which is why robust business-intelligence solutions are always in demand. "We are committed to working with industry partners to take advantage of Microsoft's business intelligence (BI) platform," said Tom Casey, general manager SQL Server Business Intelligence at Microsoft Corp. "In today's complex business environment, BI is one of the first priorities of CIOs. Achieving Gold Partner status is an indication that a partner strives to bring real-world solutions to our joint customers."

The Custom Development Solutions competency is designed for partners that specialize in demand generation, technical and sales learning opportunities, and early adopter initiatives across Microsoft developer technologies, with an emphasis on Microsoft Visual Studio 2005. These partners deliver focused value for specific communities of developer partners through Application Infrastructure Development, Smart Client Development and Web Development. "Our application infrastructure development partners offer solutions optimized for the Microsoft Application Platform that help companies use IT to drive growth and competitive differentiation" said Mark Linton, director of marketing, Application Platform at Microsoft Corp. "Partners can deliver flexible application solutions that scale to meet the most demanding business scenarios - whilst at the same time delivering value to users by connecting information and business processes through familiar and easy-to-use tools."

The Microsoft Partner Program was launched in October 2003 and represents Microsoft's ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that partners have in the technology marketplace, and delivers more value to help partners' businesses be successful.

About MLS Data Management Solutions

MLS Data Management Solutions is a privately held independent company focused on Data driven Marketing and Business Intelligence Solutions. Our solutions and services provide clients with real world business benefits directly measurable in increased revenue and decreased costs. By bridging the technology gap, MLS is able to help clients improve the efficiency and reach of their sales and marketing efforts thereby positively contributing to more favorable ROI. For more information, contact MLS at (817) 804-6900 or visit www.mlsc.com.

#####