

For Release
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Microsoft Announces New Small Business Specialist in Exton

New designation distinguishes Lionfield Technology Solutions as an expert in small-business solutions and services.

Exton, PA — November 2, 2005 — Microsoft Corp. today announced Lionfield Technology Solutions has become the first Small Business Specialist in the Chester County area.

To attain this new designation, Lionfield has demonstrated expertise in planning and building solutions for small businesses. As part of the Small Business Specialist Community, Lionfield will receive a rich set of benefits from Microsoft, including access to training specifically designed for the small-business industry, small-business marketing materials for reuse, special partner offers, and the ability to use the Small Business Specialist logo in marketing materials, which can help give the company a competitive advantage in the marketplace.

The Small Business Specialist Community, available as a competency-like designation as part of the Microsoft® Partner Program, was developed in response to input from customers and partners that expressed a need to build easier connections to help small-business customers to quickly and easily identify technology partners best suited to support them.

“Small businesses are looking for partner companies that understand their unique business needs,” said Steve Guggenheimer, vice president of small business for the Small and Midmarket Solutions & Partner Group at Microsoft. “With resources like the Small Business Specialist Community and the partner locator tool on the Microsoft Small Business Center Website, it will be much easier for area small businesses to identify these companies. We’re confident Lionfield will reach its full potential by creating more visibility, opportunity and demand in the local small-business segment.”

“Lionfield is extremely pleased with our status as a new Small Business Specialist,” said Matthew Matosky, President. “This special designation allows Lionfield to effectively promote our proven expertise in delivering high-value, strategic solutions for small businesses. Our Small Business Specialist status also provides us with early line of sight to new products, services and programs from Microsoft, which can extend the value we bring to our client relationships.”

To attain Small Business Specialist status, Lionfield had to pass Microsoft’s Small Business Sales and Marketing Skills Assessment, designed to test the Company’s knowledge of the dynamics and dependencies of the small-business market. They also learned the value of Windows® XP Professional, Microsoft Office 2003 and Windows Small Business Server 2003 as it relates specifically to small businesses. In addition, at least one individual in the company passed a certification exam based on the ability to design and implement solutions for small and medium-sized businesses by using Windows Small Business Server 2003 and the Windows Server System™.

The Small Business Specialist Community was announced earlier this month at the Microsoft Worldwide Partner Conference 2005. To enroll, partners can go to <https://partner.microsoft.com/smallbizspecreadiness>.

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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