



For Immediate Release

MAC Source Communications Expands Contact Center Practice

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MAC Source Communications, Inc., a leading provider of telecommunications solutions, announced today that it is expanding its contact center practice by providing additional expert resources to support its valued customer base. Avaya has recognized MAC Source as one of their largest growing Platinum Business Partners nationwide in the contact center application space. In order to ensure MAC Source is able to meet the growing demands in the contact center space, they have assigned additional resources to support the technical needs of customers. Larry Lutton, has been named the Avaya Contact Center Specialist, working with all MAC Source contact center accounts.

Larry Lutton, an Avaya Consulting Systems Engineer and Contact Center Specialist, assists Avaya's leading business partners in growing their contact center business. As a founder of Nabnasset Corporation, Larry led the development of data-directed routing, screen pop and multi-channel contact management solutions (including the first "click to call" button on a web page), and has been a thought leader in the contact center industry for over 20 years.

Tom Donahue, MAC Source's Director of Sales, stated that "we are excited to be one of several partners chosen by Avaya to participate in this new program, where specialists from Avaya are assigned directly to the Business Partners and the customers. The contact center landscape has been changing over the last few years and we have seen a recent acceleration of customers moving to multi-media technology to support their clients. Customers are choosing to interact with companies through social networking sites and online chat options, rather than through traditional phone calls. As the market leader in the contact center space, Avaya will be continue to lead the charge in the contact center industry, with several new and innovative solutions about to hit the market. Larry is both an innovative and creative thinker and he will help supplement our existing call center resources so that MAC Source and our customers can develop the right solutions to help their businesses stay ahead of the competition, while utilizing technology so that businesses are able to provide superior customer service to their clients."

About MAC Source Communications

MAC Source Communications is a complete solutions provider, with offices throughout New York State and Chicago, IL. Our core business is the design, implementation, and on-going support of converged communications products and services. MAC Source partners with industry-leading manufacturers in wireless networks, video, data switching, routing and security applications.

For more information on MAC Source Communications, please visit www.macsourceinc.com.

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