



TELECOMMUNICATIONS WILL EXPLODE IN 2004

Gary Gonzalez of Best Tel Explains Telecom's Resurgence

EUGENE, OR — January 19, 2004 — Eugene's leading telecommunications provider, Best Tel, expects the demand for telecommunications to explode in 2004. In an interview with Technology Assurance Group (TAG), a national organization of telecommunication companies, Gary Gonzalez, partner at Best Tel, was quoted as saying, "The dust has finally settled from the industry's shake out over the last few years and companies supplying telecommunication hardware and software will enjoy a significant resurgence. As a whole, the industry has experienced a strong fourth quarter, helping to set the stage for a very successful year." Gonzalez attributed telecom's bright future to the acceptance of advanced technology, a rebound in the US economy, and the ability of small to medium sized businesses to cost effectively adopt new technology, which was previously out of reach.

"The popularity and penetration of advanced technology into the marketplace will take off in 2004. In order to successfully compete, companies will tap into a variety of solutions that will become commonplace and even necessary to increase profitability," stated Mr. Gonzalez. "These solutions include Voice Over Internet Protocol (VOIP), speech enabled technology, web conferencing, teleconferencing, and automatic call distribution. Each of these technologies dramatically improves the way business is done, substantially decreases cost, and enhances customer service."

As partner of the area's most prominent telecommunications business and active community

leader, Gonzalez keeps a close eye on the local and national economy. "With consumer confidence at an all time high since fall of 2002 and a surge in chief executives' confidence of future performance of the economy, we should expect a quick jump in growth for all sectors. Companies will have the financial resources to update their communications infrastructure, which is long overdue and take advantage of the latest technology," said Gonzalez.

Additionally, small to medium sized businesses will play a major role in the industry's success. He mentioned that advancements in technology have driven down costs to a point where smaller organizations can now adopt solutions, which were only enjoyed by large enterprises. According to Gonzalez, "Demand for technology such as VOIP and web conferencing will come from small to medium sized companies looking for new ways to cut costs and enhance communication with their customers. New providers of these types of solutions have now made it cost effective for companies to do so. Plus, the technology will give businesses a competitive advantage and increase their profitability."

Based on these contributing factors, Mr. Gonzalez strongly believes that "telecommunications is back in 2004" and companies will experience an immediate return on investments in modernizing their communications infrastructure.

Gary Gonzalez of Best Tel was selected by Technology Assurance Group (TAG) to participate in an interview regarding his views on the future of the

telecommunications industry for 2004. Mr. Gonzalez was chosen because of his expertise in this field, Best Tel's long history of providing exceptional service, and his ability to maintain Best Tel's position at the forefront of the telecommunications industry. This information will be shared with TAG's member companies and their employees around the country.

ABOUT BEST-TEL, LLC.

Gary Gonzalez and his business partner, Dennis Poulin, are owners of Best-Tel LLC, a member of the Technology Assurance Group (TAG). Best-Tel has built a team of professional voice and data specialists dedicated to the highest levels of customer support. Best Tel's pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific Northwest's business market. With offices located along the I-5 Corridor in Portland, Eugene, Medford, and Seattle, Best Tel is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements.

About Technology Assurance Group (TAG)

Technology Assurance Group, LLC (TAG) is a national organization of leading independently owned telecommunications companies. TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs

including strategic partnerships with communication solution providers, best business and management practices, and advanced sales training programs.

TAG's mission is to leverage its members' combined economic power, to increase their sales and profit margins, and to bring advanced technology to the

marketplace. For more information on TAG, please call 858-673-5800 or visit www.tagnational.com