



## **BTS TECHNOLOGIES, INC. REPORTS STRONG INCREASE IN TECHNOLOGY INVESTMENT FOR 2012**

*Leading Unified Communications Provider Helps Customers Position for Growth*

BIRMINGHAM, AL — February 22, 2012 — BTS Technologies, Inc., an industry leader in unified communications, announced today that Technology Assurance Group (TAG), an international association of unified communications providers representing nearly \$350 million in products and services, that the outlook for technology purchases by small to mid-sized (SMB) companies in 2012 is exceptionally positive. As a premier Member of TAG, BTS Technologies, Inc. is positioned as the dominant force in their marketplace and is able to better prepare and protect its customers for whatever the future holds.

Many small to medium-sized businesses (SMBs) are starting off the New Year by deploying advanced technology in order to secure a competitive advantage early on. Today's SMB needs to be more agile, efficient and better equipped to handle the challenges that 2012 will bring and many business owners are creating a gap between themselves and their competitors by implementing the technology offered by BTS Technologies, Inc.'s. "Every sector is experiencing different growth rates, but when we step back and look at the big picture, it becomes clear that overall demand is up, and businesses need to have the tools necessary to gain a foothold in their industry," stated Dale Stein, Co-Founder of TAG.

BTS Technologies, Inc.'s unique relationship with TAG, enables them to adopt cutting edge best business practices, deliver innovative programs, and partner with elite technology manufacturers and application service providers. Over the years, BTS Technologies, Inc. has leveraged this relationship to consistently deliver benefits to their customers that are simply unavailable to other technology providers. For example, BTS Technologies, Inc. is able to leverage the buying power of approximately 130 technology providers to receive deep discounts from manufacturers, and provide a lower cost to the customer. The bottom line of this partnership is that BTS Technologies, Inc. is better positioned to enhance employee productivity and increase profitability than any other technology provider in the market.

"We continue to be impressed with BTS Technologies, Inc.'s stern commitment to their customers. At the end of the day, business owners are concerned with the bottom line and new technology is pointless if it doesn't increase your overall profitability," commented Stein. "BTS Technologies, Inc. has always focused on this fact and it shapes their recommendations and suggestions when working with their clients. As a result of this approach, their customers continue to thank them and I see a very bright future for BTS," added Stein.

With growth opportunities on the horizon in 2012 many

businesses are looking for ways to prepare for the large influx of sales they expect to see. This change will be driven by macroeconomic factors, but will be sustained by a business's ability to keep up with demand. Many businesses are investing heavily in technology and enlisting the help of elite technology providers like BTS Technologies, Inc. to make sure that whenever that wave of sales arrives, they're ready to ride it all the way to the bank.

### **ABOUT BTS TECHNOLOGIES, INC.**

BTS Technologies, Inc., (BTS) was founded on the philosophy of maintaining a profitable business by providing the best in telecommunication systems and services to our customers. The stated purpose of our company not only allows us to provide short term answers to our customer's communication needs, but also affords us a longevity unsurpassed by the telecommunication industry in our region. We strive to provide quality materials, trouble-free installations and total communication services at a fair and competitive price that will allow us to maintain our business with quality employees. This policy insures the on-going system service and support that you deserve and expect. BTS Technologies, Inc. is located at 311 West Valley Ave, Birmingham, AL 35209. For more information on BTS please call (205) 942-6532 or visit <http://www.askbts.com>.

**ABOUT TECHNOLOGY  
ASSURANCE GROUP (TAG)**

Technology Assurance Group, LLC (TAG) is an international organization of leading independently owned business communications 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 increase its

Members' sales and profits through education and to ease their introduction of new technology to the marketplace by leveraging their combined intellect and purchasing power. For more information on TAG, please call 858-673-5800 or visit [www.tagnational.com](http://www.tagnational.com).