



We architect, supply, implement and manage IT.

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PDS ANNOUNCES MALCOLM GLADWELL AS 2011 KEYNOTE SPEAKER

Wisconsin-based technology integrator predicting large turnout for fall conference.

MILWAUKEE – March 16, 2011 – Paragon Development Systems, Inc. (PDS) announced today they've confirmed author Malcolm Gladwell as a keynote speaker for the fall PDS 2011 Technology Conference. Malcolm Gladwell has been a staff writer with *The New Yorker* magazine since 1996. His 1999 profile of Ron Popeil won a National Magazine Award, and in 2005 he was named one of Time Magazine's 100 Most Influential People. He is the author of four books, "*The Tipping Point: How Little Things Make a Big Difference*," (2000), "*Blink: The Power of Thinking Without Thinking*" (2005), and "*Outliers: The Story of Success*" (2008) all of which were number one *New York Times* bestsellers. His latest book, "What the Dog Saw" (2009) is a compilation of stories published in *The New Yorker*.

"Each year we push ourselves to provide attendees experiences they normally wouldn't have access to at a regional show," says Gareth Harwood, Vice President of Marketing for PDS. "Inspirational keynotes, high-level executives, technologists, and peer to peer networking opportunities."

The PDS 2011 Technology Conference (Sept. 14-15, 2011) is invitation only and intended for IT executives, directors, managers and engineers who work for medium to large enterprise organizations. As a complimentary conference for qualified attendees, anyone interested in attending can learn more at PDSpc.com/techconf. Registration is expected to open late Spring or early Summer 2011.

About PDS

For nearly 25 years, Paragon Development Systems, Inc. has provided technology products, services and solutions to medium and large enterprise organizations; improving the quality of life for IT departments in regions across the country. PDS architects, supplies, implements and manages IT for organizations in four primary markets: corporate, government/higher-education, healthcare, and professional services.

In addition to being a major Enterprise Tier product and service value-added reseller (for manufacturers such as HP, IBM, Cisco, Microsoft and many others), PDS manufactures its own PDS-branded PCs and video solutions in an ISO 9001:2000-certified 43,000-square-foot configuration center. PDS also offers clients a single-point-of-contact, ITIL-aware resource for service management and a 24x7 help desk.

Headquartered in Oconomowoc, Wisconsin, PDS holds more than 400 certifications in technology services, installation and support of computer systems. PDS has been assessed and approved by National Quality Assurance, USA, an accredited ISO 9000 auditor.

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