



We architect, supply, implement and manage IT.

FOR IMMEDIATE RELEASE

Contact: Gareth Harwood, Executive Director of Marketing

Phone: 800.966.6090 x5318

Direct: 262.569.5318

PDS CONTINUES TO FOSTER INNOVATION WITH NEW I.T. MAGAZINE

Oconomowoc-based firm releases LEAD IT, unveils www.leaditmagazine.com this week

OCONOMOWOC, Wis. – May 14, 2008 – Paragon Development Systems, Inc. (PDS) has formally unveiled its newest communications endeavor – a biannual magazine called LEAD IT that offers a unique, human-interest focused approach to IT and business leadership, PDS President and CEO Craig Schiefelbein announced today.

The first issue of LEAD IT is now being distributed nationally to IT executives. Distribution will be expanded for future issues, Schiefelbein noted. LEAD IT is being launched in conjunction with a new website, www.leaditmagazine.com, which offers the full contents of the publication online.

“We’re always looking for new ways to educate, inform and inspire our customers to be the best in their widely varying industries, and LEAD IT is a great way for us to connect on a deeper level,” Schiefelbein said. “There are plenty of technology-related resources already out there, including the internet. But LEAD IT provides our audience the thought leadership and personalized human interest stories you simply don’t get from the typical technology publication. Our research indicates that top-level executives rely heavily on business magazines as a key source of information.”

The editorial focus of LEAD IT includes:

- Informative, compelling leadership profiles of CIOs, executives, IT directors and managers
- Feature articles that are sure to generate discussion, including “My Generation: A guide to generational diversity in the IT workforce”
- The latest in what’s happening in the IT community, including upcoming events, educational resources, IT clubs and organizations
- Articles that probe the issues of leadership vs. management
- A “Case in Point” section, offering perspectives and case studies on innovative IT solutions
- A “gear” section offering the latest cool devices and hardware companies shouldn’t be without
- Incisive commentary
- A business directory that includes those who are mentioned, offer comment or advertise in LEAD IT

“I am looking forward to receiving my first issue of LEAD IT,” said Michael Gust, U.S. Local OEM Account Manager for Microsoft Corporation. “PDS has taken a bold new approach to reaching out to its client base in a way that we think will be a win for them, their vendors, and, most importantly, their clients. Microsoft and PDS have a long history of working together very successfully on both their OEM and Solutions businesses. We are confident that LEAD IT will help to showcase some of our successes.”

James Jackson, Channel Manager for Cisco Systems, also expressed excitement over the leadership, differentiation and perspective provided by PDS and LEAD IT.

-MORE-

262-569-5300 • 800-966-6090 • www.pdspc.com
ISO 9001:2000 registered

361 Blettner Boulevard
Madison, WI 53714
Fax 608-246-2830

13400 Bishops Lane
Suite 270
Brookfield, WI 53005
Fax 262-938-2155

1823 Executive Drive
P.O. Box 128
Oconomowoc, WI 53066
Fax 262-569-5390



"One thing we continually look for in our most successful partners is the ability to understand and articulate a *vision* with their customers," Jackson noted. "This vision is the power of what their customers business can be by leveraging business solutions, not just installing product. LEAD IT is yet another example of PDS proactively researching and providing valuable perspective on the solutions shaping customer success."

"PDS is committed to delivering successful IT solutions that reflect the depth of our expertise, our determination to pursue innovative, long-lasting solutions and a personal dedication to the satisfaction of customers," Schiefelbein said. "LEAD IT gives us the opportunity to continue sharing that perspective in an exciting and inspirational way."

About PDS

For over 20 years, Paragon Development Systems, Inc. has been providing technology products, services and solutions to medium and large size organizations, improving the quality of life for IT departments in over 22 states.

As a technology services company, PDS architects, supplies, implements and manages IT for organizations in five primary markets; corporate, government, healthcare, higher-education and professional services.

In addition to being a major Enterprise Tier product and service reseller (for manufacturers such as HP, IBM, Cisco, Microsoft and others) PDS manufactures its own PDS-branded PCs 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 with a 24x7 help desk.

With offices in Oconomowoc, Brookfield, Madison, and Wausau, Wis., and Kansas City, MO, PDS holds more than 400 certifications in assembly, technology services, installation and support of computer systems and services and was assessed and approved by National Quality Assurance, USA., an accredited ISO 9000 auditor.

###