

## For Immediate Release

# NET(net) Acquires Telecommunications and Technical Infrastructure Practice

HOLLAND, Michigan, August 29, 2008– NET(net), Inc., the industry leader in Information Technology Investment Optimization Services, today announced its recent acquisition of Ingenuity Inc.'s (Ingenuity) Telecommunications and Technical Infrastructure Practice, to bring significant networking, telecommunication, data center and IT operations experience that will enhance its current capabilities with software, hardware, services, telecommunications, print and outsourcing.

This acquisition adds to the collective expertise and Federated Market Intelligence of NET(net)'s thriving Converged Technologies practice while fortifying its capabilities to help clients optimize the spectrum of converged technology investments including telecommunications and networking, such as VoIP and WAN, data center design, implementation planning, hosting decisions and migration planning.

"Communication is the life-blood of any organization and our clients tell us they are investing in communications-enabled business processes to drive down costs, enhance productivity, and exploit technology investments," said NET(net) President & CEO Steven C. Zolman. "Regardless of whether the investment is related to telecommunications, networking, infrastructure, software or services, clients want maximized returns on investments. NET(net)'s capabilities in this regard are now, by our estimation, unmatched."

"NET(net) and Ingenuity have long partnered together to deliver the highest level of services to our mutual clients. NET(net)'s acquisition of this business unit is a logical next step for our partnership. It will allow us to provide a broader array of services to our clients, as well as continue to strengthen relationships with our clients and each other. Working together, we will be able to help our clients optimize their investments across the full continuum of information technology and telecommunication services," said Rick Hayes, President and CEO of Ingenuity.

**About Ingenuity, Inc.:** Based in Birmingham, Alabama, Ingenuity ([www.teamingenuity.com](http://www.teamingenuity.com)) provides telecommunications and power optimization, telecommunications invoice management services, web development and information technology solutions that save millions of dollars to a diverse group of commercial, government, and non-profit customers through its operations in the Greater Southeast US and Oregon.

**About NET(net):**

NET(net), Inc. helps its Clients improve the value of their technology investments by 33% on average and has helped Clients capture more than \$30B of incremental market value since 2002. Additional information is available at [www.netnetweb.com](http://www.netnetweb.com).