

FOR IMMEDIATE RELEASE

MWA Intelligence Signs on as Gold Sponsor for European MPS Conference

Leader in machine-to-machine automation to use event as platform for major announcement

September 10, 2009 – Lexington, KY – MWA Intelligence, Inc. (MWAi) has signed on as a Gold Sponsor for the upcoming MPS 2009 European Conference October 21-23 in Amsterdam. MWAi is known as a pioneer and leader in the Machine-to-Machine (M2M) automation environment, with customers around the world. *M2M Magazine* has recognized MWAi as one of the Top 100 M2M Companies in the world. In addition to serving as a Gold Sponsor at the MPS European Conference, MWAi will use the prestigious event as a platform for a major announcement for the managed print services (MPS) market.

"I am very pleased to be a Gold Sponsor for the MPS European Conference October 21, 2009 in Amsterdam. MPS is clearly and undeniably the next generation of the copier/imaging business, and the Photizo Group continues to provide the momentum for education, market acceleration and sales results. MPS is a international language for all of us, and MWAi is proud to play a role in the effort!" said Michael T. Stramaglio, CEO and President of MWA Intelligence, Inc.

"With MWAi on board as a Gold Sponsor, the MPS European Conference gains the support of a powerhouse in machine-to-machine automation. MWAi understands the issues and opportunities involved in MPS strategies, and conference attendees will benefit from access to such a high level of expertise," said Ed Crowley, CEO and Senior Partner of the Photizo Group, which is hosting the MPS 2009 European Conference. The Photizo Group has earned a reputation as a leading research and consulting firm specializing in the MPS industry.

MWAi joins a growing list of sponsors and exhibitors, including media sponsors BERTL and DocuFacts, along with LRS, Netaphor, Newfield IT, PerformIT, PrintFleet, SCC and other prominent MPS players. This first-ever European MPS Conference offers a plethora of educational content geared to the specific needs of MPS professionals, channel partners, vendors and decision makers. The agenda includes case studies, panels, exhibitions and interactive sessions that highlight successful approaches and practical lessons from actual MPS engagements. The speaker line up includes MPS experts from Canon, DirectPointe, PrintFleet, PulsarTec, Canon, Konica Minolta, LRS Europe, Newfield IT, and SolutionsWorx.

The conference also includes a pre-conference workshop with two focused tracks. One is dedicated to

decision makers responsible for implementing MPS engagements in their companies. The other track is specifically for dealers who are developing MPS offerings for their companies. Doug Johnson, an expert in dealer systems and a former Print Inc. (the first independent MPS company) executive, will lead the dealer track. Justin West (Nationwide Insurance) and Randy Elliott (former IT manager responsible for the Dow Chemical rollout) will drive the end user sessions.

For more information about the [MPS 2009 European Conference](http://www.mpsconference.com), visit <http://www.mpsconference.com>.

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ABOUT THE PHOTIZO GROUP

The Photizo Group is a leading research firm specializing in the analysis of the printing and imaging industry and specifically the Managed Print Services market. Photizo has become the market's main source for ongoing business intelligence about the rapidly growing opportunity of MPS. Since its landmark MPS study released in April 2008 to ongoing research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Clients include eight of the top ten imaging manufacturers in the digital marketplace. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.

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