



Media Release

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Lawson Chosen to Lead SMB Business Development

South Central PA Sales & Planning Leads to Growth

MECHANICSBURG, PA, October 3, 2011 - - South Central PA based Digital Planet announced today that Ed Lawson of Harrisburg was chosen to lead its business development initiative to the SMB marketplace. "We're pleased Ed joined our team. His extensive background in the technology industry will prove to be valuable as we expand our services to the SMB market throughout Pennsylvania and the Mid-Atlantic region," stated Rick Gurba, President.

Earlier in his career, Ed was responsible for \$7 million in annual marketing and advertising sales in his role as Marketing Manager at D&H Distributing. Most recently, he was with MarketSource where he was responsible for developing and enabling Cisco Partners across Eastern PA with the Cisco Small Business Product portfolio.

"Digital Planet is pleased that we are able to continue our growth even during these challenging economic times," states Gurba. He continues, " we attribute our success to the customers we serve, our team of professionals and the ongoing business planning we do to prepare for our future success.

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About Digital Planet

Established in 2009, South Central Pennsylvania based Digital Planet delivers comprehensive technology, finance and human resource services to small business and non-profit organizations. Digital Planet services are delivered in a cost-effective manner leveraging technology and industry experience which leads to more effective time and cash flow management for their customers.