

FOR IMMEDIATE RELEASE

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### **twentysix New York Rolls Out Enterprise Integration Practice**

New York, NY – April 7, 2006 – twentysix New York, a leading technology consultancy, part of Media Square plc and a Microsoft Certified Gold Partner, today officially announced its Enterprise Integration (EI) practice. Led by Kent Brown, a member of the Microsoft Virtual Technology Specialist Team, twentysix New York's EI practice will focus on merging analytical and business enterprise systems in real time.

The Microsoft Virtual Technology Specialist Team program is a select group within the Microsoft's partner community whose focus is to supplement Microsoft's internal Technology Specialist team. Their primary role is to communicate the value of BizTalk Server to customers and to provide architectural guidance for Enterprise Integration solutions. This team is managed directly by the Microsoft BizTalk Product Team in Redmond, WA. Brown, a Virtual TS for BizTalk for the East Region, received the title from Microsoft earlier in the year.

Brown will help introduce Microsoft's BizTalk Server 2006 into twentysix New York's growing Enterprise Integration practice. The upgrade of BizTalk brings simplified configuration and maintenance and new capabilities for business activity monitoring (BAM). "Using BAM in BizTalk Server 2006, we can help customers gain a real view into the health of the business processes that they are automating," said Brown.

According to Marty Wasznicky, manager of the Virtual TS program, "Microsoft values partners like twentysix New York because they bring the experience and expertise required to ensure our customers are successful in utilizing BizTalk Server 2006 in enterprise integration solutions. We are very pleased to welcome them aboard. As members of the program, twentysix will have direct access to our product team's resources."

Jay Harris Rabin, CEO of twentysix New York, noted, "We are extremely excited to introduce the Enterprise Integration practice into the marketplace. We are confident that Brown has the experience and skill necessary to ensure its success."

#### About twentysix New York

twentysix New York is a leading business solutions provider based in New York City.

A Microsoft Gold Certified Partner, twentysix New York specializes in:

- Business intelligence
- Enterprise integration
- Custom applications

twentysix New York also provides consulting services to clients that need strategic IT guidance, project management and business analysis.

Their clients range from Fortune 500 companies to small and mid-size firms, representing a wide range of industries including financial services, healthcare, luxury retail, and professional sports.

Since November 2005, twentysix New York has been a part of the twentysix Group, a leading digital communications group based in London.

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