

DIRECT TECHNOLOGY ATTAINS GOLD CERTIFIED PARTNER STATUS IN MICROSOFT PARTNER PROGRAM

Direct Technology Further Distinguishes Itself by Earning a Microsoft Competency in ISV/Software Solutions and Information Worker Solutions

For Immediate Release:

Roseville, CA – January 2009 – Direct Technology announced that it has attained Gold Certified Partner status in the Microsoft Partner Program with a competency in Independent Software Vendors (ISV)/Software Solutions and Information Worker Solutions, recognizing Direct Technology's expertise and impact in the technology marketplace. As a Gold Certified Partner, Direct Technology has demonstrated expertise with Microsoft technologies and a proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, corporate vice president of the Worldwide Partner Group at Microsoft Corp. "They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build a positive customer experience with our technologies. Today, Microsoft recognizes Direct Technology as a new Gold Certified Partner for demonstrating its expertise in providing customer satisfaction using Microsoft products and technology."

"We are extremely excited to have achieved the highest level of certification in the Microsoft Partner Program," said Wud Pocinwong, Senior Vice President of Solutions at Direct Technology. "Our strong business relationship with Microsoft will continue to grow and through the Partnership Program, Direct Technology will have the ability to provide our technology expertise and enhance the offerings that we provide for customers."

Direct Technology is proud to announce the following competencies:

Information Worker Solutions:

The Information Worker Solutions competency will help Direct Technology provide solutions that enable their customers to better manage, prioritize and collaborate on increasing volumes of information.

"Partners play a critical role in delivering solutions and applications to customers leveraging the Microsoft Office system," said Jigish Avalani, managing director, Microsoft IW Partner Ecosystem. "The

value of solutions competencies is that they enable Microsoft to deliver resources and training to partners meeting their customer needs. And for partners, the opportunity to highlight their expertise to customers is tremendous in the growing information worker solutions market.”

ISV/Software Solutions:

The ISV/Software Solutions Competency recognizes the skill and focus partners bring to a particular solution set. Microsoft Gold Certified Partners that have obtained this competency have a successful record of developing and marketing software based on Microsoft technologies.

“Solutions competencies are an important way for Microsoft to better enable ISVs to meet customer needs,” said Walid Abu-Hadba, corporate vice president of the Developer and Platform Evangelism Group at Microsoft Corp. “They allow ISVs to keep and win customers through their deep knowledge of solutions-based Microsoft platform technologies. Microsoft has a long history of working closely with ISV partners to help them deliver compelling solutions and applications to our mutual customers, and the Microsoft Competencies are an important step in continuing to enhance vital relationships with ISVs worldwide.”

About Direct Technology:

Direct Technology, www.directtechnology.com, is a technology consulting firm founded in 1995 with offices in Roseville, CA and Bellevue, WA. Direct Technology’s unparalleled level of knowledge and expertise solves its clients most complex business problems with technology solutions across the following practice areas: Custom Software Development, IT Networking and Professional Services. Direct Technology is recognized for its highly experienced teams who use an innovative and forward thinking approach when offering services to their Fortune 500 and mid-market clients across various industries.

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