



Joy Communications Teams Up with Atomic8Ball to Provide Businesses with Innovative Online Marketing and Lead Generation Solutions

Advanced Technology Helps Organizations Drive New Business

Stuart, FL — September 4, 2008 — Joy Communications, an industry leader in business communications, announced today that the company has teamed up with Atomic8Ball, a developer of online marketing and lead generation tools, to offer customers cost effective solutions that drive new business, increase brand awareness, and enhance customer loyalty.

“There are thousands of so called web design and online marketing companies out there and unfortunately you just don’t know the quality of work you’re going to receive,” said Peter Engle, President of Joy Communications. “One of the greatest pains our customers experience is the lack of finding a trustworthy online marketing organization that provides high-quality design supported by sound technology. Every company regardless of size must have an online presence to succeed and too many get burned in the process. Through our membership with Technology Assurance Group (TAG), an international organization of business communications providers, we discovered Atomic8Ball. We were so impressed with their consultative approach and understanding marketing needs that we wanted to make our entire customer base aware of their services.”

Atomic8Ball is a full service online marketing firm that offers web design, hosting, content management, search engine optimization (SEO), and a powerful e-newsletter tool. Atomic8Ball’s philosophy is centered around an integrated marketing approach that conveys key marketing messages to

their customers’ target audience. In regards to web site design, the company has a fanatical dedication to clean, standards-compliant code that results in their customers’ sites featuring fast-loading pages that are visually interesting, informative, and pertinent to their business.

One of the most cost effective marketing vehicles today is e-newsletters. However, most companies either don’t understand their true power or are utilizing this tool in an inefficient manner. Atomic8Ball has developed a proprietary process that includes a thorough needs analysis of the customer’s marketing objectives combined with marketing research of the audience they’re trying to reach. Once this has been achieved Atomic8Ball designs a custom e-marketing plan that increases visibility and drives sales.

Atomic8Ball concentrates on maximizing their customer’s total advertising return-on-investment to gain heightened interest in their products or services. Their primary concern is to generate qualified sales leads through their web optimization techniques that zeros in on the right kind of traffic. This process is supported by their team of dedicated professionals that have the ability to make adjustments to campaigns on the fly to maximize exposure.

“Most of our customers do not have the big budgets or technical resources like some of the larger enterprises they compete against,” added Mr. Engle. “Atomic8Ball’s solution immediately increases their brand image and helps them reach their customers more effectively. Plus, it’s an additional value that we can bring to the table to support their growth and success.”

“We designed our services and techniques around the needs of small to mid-sized businesses,” stated Anna Courser, president of Atomic8Ball. “We know that not all online marketing firms are created equal and that’s how we’ve been able to differentiate ourselves. It all begins with our unique ability to understand our customer’s business model and design a plan that aligns with their strategic goals. Our mission is to proactively manage our customer’s online presence so they can focus solely on their core competency. We’re excited to have Joy Communications as a partner because they are one of a handful of companies in today’s business world that has the foresight to offer a wide range of solutions to enhance their customers’ business.”

ABOUT JOY COMMUNICATIONS

Joy Communications, with offices in Stuart, Tampa, Ft. Lauderdale and Miami, is a multi-million dollar private company servicing South Florida and the Tampa/St. Petersburg area since 1982, with over 10,000 customers. Joy Communications sells and services telecom equipment including Mitel, Samsung, Shoretel, and Nortel, and provides voice services from the new AT&T as well as comprehensive data services. Joy’s service area extends from Jacksonville to Key West and the Tampa/St. Pete area. Joy Communications specializes in providing quality service and support to its customers with locally based, certified technicians. For more information about Joy Communications, please call 1-800-432-3638 or visit www.joycomm.com.