



EarthBend and Live Sentinel to Exhibit at International Avaya Users Group CONVERGE2015 Conference

Will Present Latest Assisted Living Technologies and Other Leading Avaya-Compatible Solutions

SIOUX FALLS, S.D., June 15, 2015 — [EarthBend](#), a premier value-added distributor of business telecommunications and IT solutions, today announced that it will be co-exhibiting with its technology partner [Live Sentinel](#), a leading provider of telecommunication solutions for the healthcare sector and other key markets, at the [International Avaya Users Group \(IAUG\) CONVERGE2015](#) annual conference. The event is being held June 14 – 18, 2015 at the Colorado Convention Center in Denver, Colo.

With over 5,200 members, IAUG is one of the world's largest international organizations for communications technology professionals. As the forum for the global Avaya customer community, IAUG provides a voice and resource for Avaya customers worldwide. The IAUG CONVERGE2015 event offers attendees the opportunity to acquire knowledge from industry experts and thought leaders through roundtable discussions, hands-on workshops, networking events and one-on-one Avaya support.

Live Sentinel is a manufacturer of medical alert devices for Personal Emergency Response Systems (PERS), assisted living facilities, nursing homes, acute care facilities and hospitals. Live Sentinel is a Technology Partner in the Avaya DevConnect program, an initiative to develop, market and sell innovative third-party products that interoperate with Avaya technology and extend the value of a company's investment in its network. The complete range of solutions available from Live Sentinel and EarthBend will be on display at booth 944 at the IAUG conference.

"The Live Sentinel solutions have been an integral part of EarthBend's distribution portfolio for many years, and are well-suited for helping channel partners to drive revenue growth within the lucrative healthcare market. We are excited to be attending this event with Live Sentinel, and welcome the opportunity to highlight their products and the many other best-of-breed technologies EarthBend has to offer for Avaya business partners and their customers," said Ryan Donovan, general manager and vice president, sales and service, EarthBend.

"Live Sentinel's products leverage Avaya's advanced feature functionality to provide an end-to-end voice-based emergency communication solution for healthcare institutions, enhancing productivity, quality of care and bottom line profitability," said Kevin Moroz, vice president of business development, Live Sentinel. "We are thrilled with the opportunity to present our solutions to the Avaya channel alongside EarthBend, a long-valued distribution partner."

About EarthBend:

EarthBend has been distributing telephony peripherals and IT solutions to a vast group of telecommunication resellers since 1993. In addition to its North American distribution footprint, EarthBend has been serving clients directly in the Midwest for 32 years. Today, EarthBend serves as an extension of its 3,000 plus customers, providing highly qualified engineers with key certifications from some of the largest voice, data and technology manufacturers in the industry. EarthBend's offerings are highly scalable, secure, easily managed and optimized to meet evolving customer needs, and with an extreme

focus on delivering cost-effective solutions and best-in class customer satisfaction. For more information, please visit www.earthbend.com.

About Live Sentinel:

Live Sentinel purchased IgeaCare Systems, makers of emergency nurse call products, in 2013. Since the acquisition, Live Sentinel has enhanced the solution portfolio with battery replaceable pendants and pull cords, and introduced new offerings to the miALERT family of products, including video monitoring intercoms and the miALERT.net cloud-based service offering. Live Sentinel's patent-pending miPositioning product line provides resident tracking support for the rapidly growing elder care and assisted living market. Live Sentinel's Event Management Server, available in 2015, provides notification, escalation and reporting capabilities to residential care facilities. For more information, please visit www.livesentinel.com.

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