For PLA:

Project Leadership Associates and Buzzfire, Inc. announce strategic partnership to offer integrated communication and video conferencing solutions.

**Chicago, IL – February 19, 2015** – Project Leadership Associates (PLA) a premier business and technology consulting firm, is pleased to announced a partnership with Buzzfire, Inc., a national leader in video conferencing, audio video and digital signage, to provide integrated communication and collaboration solutions. The agreement enables PLA, a leader in high value business technology solutions and services, to offer a complete range of audio video and video conferencing services nationally, providing complete end-to-end communication solutions through voice, data and video technologies.

PLA, a past winner of the Microsoft Lync Voice Partner of the Year award, will have the ability to offer video collaboration solutions to mutual customers through a holistic communication strategy.

“Buzzfire is a significant player in the audio video market,” said ??? at PLA. “Through our partnership, we are able to provide a more complete communication and collaboration solution to our clients through immersive video technologies and that will enhance our existing solutions. We are particularly excited about Microsoft® Lync® integration with Polycom and Cisco end point systems that will provide the best of breed options for our customers.”

“We are excited to have PLA join our partner network to expand the availability of Buzzfire solutions,” said Randy Zahora, President, Buzzfire, Inc. “We realize the synergies that exist between both companies and the tremendous value we can bring to clients through our combined offerings. We are committed to providing our customers with systems and technologies that solve business needs, engage with audiences and provide a tangible return on investment. We are looking forward to working with PLA to deliver high value solutions to their customers and ours through our combined offerings.”

For more information on Project Leadership Associates, please visit [www.projectleadership.net](http://www.projectleadership.net).

For more information on Buzzfire, please visit [www.buzzfire.com](http://www.buzzfire.com).

Contacts:

Megan Samples, Marketing Manager (312) 876-3769 [msamples@placorp.com](mailto:msamples@placorp.com)

Christoph Harttung, Vice President Sales (630) 572-9200 [christophh@buzzfire.com](mailto:christophh@buzzfire.com)