



NextGen Technology Group Hosts Inaugural MindShare Conference

Quarterly Conference Held in Boston Brings Together U.S. Based VoIP Telecom Integrators to Share Business Insights and Best Practices

Boston, MA, (February 21, 2008) – NextGen Technology Group, the telecom industry's first IP-centric interconnect technology organization, today announced it is hosting the first MindShare Boston conference at the Royal Sonesta Hotel in Boston, Massachusetts on February 21, 2008. Held quarterly for NextGen Group members, MindShare provides a forum for system resellers to work together to gain increased knowledge on subjects pertinent to running a success reseller business including business and technology issues, peer-to-peer networking, problem solving and market conditions. Mindshare Boston is the first in a series of ongoing quarterly conferences dedicated to sharing the common desire to learn best business practices with other members and, more importantly, to assist in positioning member companies as leaders in IP solutions and applications.

Presentations will be given by NextGen Technology Group founding members and several business alliance partners. Topics to be covered include a discussion on Next Gen Group's success over the past year in building a dealer consortium that is a win-win for the Best-in-Class IP-centric telecom integrators, learning how to tap into the connectivity side of the business, tips on how to best maximize tradeshow marketing dollars to generate business leads and e-marketing strategies for gaining visibility to more potential customers and using the internet to help build credibility in the marketplace.

Other critical sessions, led by NextGen Group and leading business partners, will cover topics areas including how to access NextGen Group's proprietary Knowledge-base that gives members quick access to critical information valuable to every day business operations. Target Distributing (www.targetd.com) will discuss the relationship benefits between NextGen Group and Target Distributing. Vertical Communication (www.vertical.com) will discuss how to fulfill customers needs for converged IP solutions with flexible, next generation business communications solutions, specifically using Vertical's Wave IP 2500. CommPartners (www.commpartnersconnect.com) will lead a session that drills into the real benefits of SIP Trunking and how it can be deployed right now to add real value to the next generation IP telephony dealer.

Membership Information

NextGen Group invites U.S. telecom interconnects who are proven marketplace leaders to consider membership into this prestigious group. All members share the common desire to learn best business practices with other members and, more importantly, to position their companies as leader in IP solutions and applications. NextGen holds regular recruiting conference calls for business leaders interested in membership. For more information, please visit the NextGen Group website at www.nextgengroup.net.

About NextGen Technology Group

NextGen Technology Group is the industry's first national organization with membership representing leading entrepreneurial telecommunications interconnects with a shared goal to embrace the future in the telecommunications marketplace – providing IP-based solutions. NextGen Group enriches its member's businesses by partnering with other 'Best in Class' dealers who recognize the market necessity to successfully transition their businesses from selling traditional TDM systems to selling sophisticated IP-based voice solutions. For more information, contact NextGen Group at 866-IT-NEXTGEN or www.nextgengroup.net.

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Press Contact:

Ruth Seigel
NextGen Technology Group, LLC.
rseigel@nextgengroup.net
866-793-0016