



## **NEWS RELEASE**

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### **LAKEWOOD RANCH TELECOM GOES FOR GROWTH WITH *MARKETSBEYOND***

***Company partners with local marketing and communications firm, MarketsBeyond, to grab a bigger slice of the South Florida business telecom market.***

SARASOTA, FLORIDA – June 27, 2007 – Lakewood Ranch Telecom, a premier business telecommunications solution provider in Sarasota, today announced the launch of a new partnership with Bradenton-based marketing firm, MarketsBeyond. In line with Lakewood Ranch Telecom’s strategy of *grabbing a bigger slice* of the continually expanding business communications market along Florida’s gulf coast, the company hired Jeffrey Kratsch, president and senior consultant of MarketsBeyond, to help the telecom company with strategic planning, building its local brand and further developing its sales channels.

Lakewood Ranch Telecom has been reliably serving the telecommunications needs of small and mid-sized businesses in South Florida for over three years and is now positioned to build upon that success by implementing new sales and marketing initiatives.

Louis Baynard, President of Lakewood Ranch Telecom, expressed confidence in this new partnership, stating, “We are excited by this collaboration and are pleased to welcome Jeffrey to our team. As more and more companies continue to set up or expand their operations here on the Suncoast, we will leverage Mr. Kratsch’s industry knowledge, marketing and business development expertise to attract more satisfied customers to our portfolio.”

Jeffrey Kratsch, President of MarketsBeyond, stated, “I am proud to be working with the Lakewood Ranch Telecom team and I look forward to working with them to create new opportunities and increase their brand recognition among the local businesses that will benefit from their experience and cost-effective communications solutions.”

Lakewood Ranch Telecom, Inc. is a minority-owned, Telecommunications Solutions Company located in Sarasota, Florida. The company is a business communication consultancy specializing in structured voice and data cabling; business telecommunications systems; integrated voice messaging platforms and Music-on-Hold capabilities. The employee-owners of Lakewood Ranch Telecom have over 100 years of combined telecommunications experience and offer complete solutions in the provisioning and service of business telephone systems including key systems, hybrid IP/PBX applications and advanced multi-media solutions from Vertical Communications. To learn more about Lakewood Ranch Telecom, please visit <http://www.lrtel.com>.

*MarketsBeyond* (DBA), a subsidiary of Kratsch Enterprises, LLC, is a national business and marketing consulting firm based in Bradenton, Florida. Specializing in strategic planning, marketing; sales and distribution channel development; and operational program management, the company offers client-focused solutions for companies engaged in local, regional and international markets. For more information on *MarketsBeyond*, go to <http://www.marketsbeyond.com>.