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FOR IMMEDIATE RELEASE

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NORTHLAND COMMUNICATIONS RE-INVIGORATES EMPLOYEES WITH HELP FROM STATE LABOR DEPARTMENT GRANT

UTICA, N.Y., February 25, 2010 – Northland Communications has secured a *Building Skills in New York State* grant from the state Department of Labor, which will enable the telecommunications company to further its comprehensive employees training initiative aimed at enhancing skills and developing innovative thinking and leadership.

In 2008, following an in-depth assessment of employee skills, internal management, processes and communications, Northland Communications engaged the Rochester Institute of Technology (RIT) to train a group of employees in the renowned Lean Six Sigma business management strategy.

“Employees are Northland’s largest investment and most important asset,” James P. “Jim” McCarthy, president of Northland Communications. “We believe that in order to keep pace with current competition in the telecommunications industry, uphold our reputation, and keep our employees in the forefront of continuous improvement and customer focus - we must continue to train our employees in key skill sets and re-invigorate them to lead us into the future.”

McCarthy added: “The Lean Six Sigma Green Belt Certification training, which we have already utilized with a group of our employees, allows participants to gain a comprehensive understanding of the new culture at Northland, and to participate and lead in a positive way. We are grateful to have received the Labor Department grant to make this training available to more employees.”

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The Lean Six Sigma Green Belt Certification training uses both hypothetical situations and real company projects in the classroom setting. Activities thus relate to different business sectors and multiple departments within an organization.

Skills targeted over the 12 week period include problem-solving, project management, data collection and analysis, data charting and presentation, efficiencies in process, statistical and systems thinking, teamwork, and knowledge of fundamental process improvement tools. Teams of people are created to manage real projects that require utilizing these skills; throughout the training different roles are assigned and different tools required to successfully complete the exercises.

This employee training certification program reinforces the commitment to excellence that Northland Communications and its affiliated companies have brought to the Upstate New York community and their customers for more than 100 years.

“We believe that to live our vision statement: ‘To provide customers with peace of mind and confidence in their voice and data solutions so they can focus on their core business;’ our employees must stay customer-focused, and always strive for improving performance, increasing efficiencies, reducing waste and creating a successful, can-do environment,” explained McCarthy. “Ensuring that our employees across the state are well trained in these core-competencies and deploy the same values, will result in exceptional customer satisfaction, as well as lay the groundwork for Northland’s continued success in the decades to come.’

About Northland Communications

Northland Communications is a full-service communications provider servicing Central New York Businesses. Northland’s history, dating back to 1905, has been built on providing dedicated personal service coupled with innovative voice and data solutions. Steady growth, along with a business strategy that has put their customers in the forefront, has allowed Northland Communications to successfully acquire additional product lines creating a total solution provider. Northland Communications maintains offices in Utica, Syracuse and Albany.