



Tradeshaw Week recognizes that "Being Second is Getting Better"

Las Vegas, Nevada, March 2006 – Las Vegas based, Priority Networks, Inc. (PNI) was recognized in the February 20th 2006 issue of Tradeshaw Week in an article titled "Being Second is Getting Better." In the article Heidi Genoist, Las Vegas Senior Editor, notes that within the convention industry there are "suppliers so huge that it might seem like they have a monopoly on the services they provide." Key word is might. While the industry giants taut themselves as the biggest it is Priority Networks' President, Dan Poirier, that recognizes it takes more then size to be the best.

Poirier points out "the thing that really differentiates us is our flexible approach to our clients." This customized approach Poirier speaks of is the core to PNI's success. Customer service is the competitions' banter, however, PNI is all about the "customer experience."

This young, savvy, and forward thinking company recognizes that technology is universal. What separates them from the pack is how they utilize their technology to meet and anticipate their clients' needs. Communication and connectivity isn't just what this company does; it's who this company is.

"Poirier is also on the move. Poirier has increased its sales for the last five years, from \$2.8 million in 2001 to 10.3 million last year. The company started by two techies working out of their home Boise, Idaho, now is based in Las Vegas and has 13 convention center contracts, including San Francisco's Moscone Center and Denver's Colorado Convention Center. Last year, Priority successfully won bids for the Minneapolis Convention Center, Wynn Las Vegas, and Puerto Rico Convention Center," states Genoist in her article. Genoist further states that Poirier is "counting on a skilled engineering team with a good service record, some new cost-saving Internet products and a sponsorship program meant to help facilities and show managers generate revenue on Priority products."

Priority Networks provides quality Internet, networking and telecommunications to various facilities throughout the nation. Their services provide exhibitors, show management and wireless users the connectivity required during meetings and conventions. Priority Networks focuses on customer service while supplying flexible and quality services to clients nationwide.

For more information visit their website at <http://www.prioritynetworks.com>.