



For Immediate Release

Contact: Christine Somers  
(518) 292-4513  
csomers@logical.net

### **LOGICAL NET EXPANDS SALES FORCE**

Schenectady, N.Y. -- Continuing its efforts to reorganize and strengthen its sales force, Internet Service Provider Logical Net Corporation has added three new sales/marketing representatives to its staff.

Logical Net's CEO Richard Frederick brought on board Christopher Farrell, Michael Mosher and Christine Somers, all of whom were most recently employed by Fortune 100 companies. Together, they have over 25 years of sales experience.

Christopher is a recent graduate of Siena and holds a Bachelors degree in Business and Marketing. He has 9 years of sales experience as night Manager for Robinson's Ace Hardware. Christopher's appointment will help to strengthen Logical Net's on-going commitment to its high levels of customer service and he will play a key role in developing the company's work in small to Enterprise sized businesses.

As Director of Sales, Michael will manage all sales operations for the organization. Michael's knowledge of the Industry and sales organizations will contribute to his initiatives which include implementing sales strategies, enhancing existing relationships with Logical Net's business partners and developing the training functions of the Sales Department. Michael brings nearly 20 years of Sales and operational experience to this new position. Previously, Mike worked for MapInfo and Tag Solutions.

Prior to joining Logical Net, Christine held various positions in marketing and product management for Time Warner Cable and most recently Time Warner Cable Business Class. As Logical Net's new Marketing Manager, Christine will formulate marketing strategies including: online media, customer care programs, public relations and market research. Christine is a graduate of The College of St. Rose with a Bachelor's Degree in Public Communications.

"They each bring particular strengths and talents to Logical Net and will make immediate contributions to the company's continued success," said Richard Frederick, Logical Net's president and CEO. "As a now sales-centric organization, we could not have chosen three more qualified individuals to fill the positions created by our company's new business paradigm."

Logical Net Corporation has been providing network-based connectivity access and data-center services since 1994. Headquartered in the center of Upstate New York's Tech Valley we provide a host of [datacenter solutions](#), [hosting services](#), [email security](#), [hosted collaborative software solutions](#) and [Internet Access](#) to small to medium businesses and enterprises throughout the Northeast.