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## **FOR IMMEDIATE RELEASE**

### **Expert Technology Associates Introduces a New Hiring Initiative: The Genesis Program**

**Plymouth Meeting, PA, July 15, 2010** –Expert Technology Associates (ETA), a leading voice and data communications provider, announced today the initiation of The Genesis Program, a new hiring initiative that will kick off with a formal open house Friday, August 13, 2010, from 10 a.m. to 1 p.m.

The exciting event marks the beginning of ETA's intention to add to its team of driven, career-minded sales professionals and Account Executives. Candidates with proven self-direction and extraordinary relationship development competencies are invited to visit the "Genesis Program" section of ETA's website at [www.expertta.com/genesisprogram](http://www.expertta.com/genesisprogram), to find detailed descriptions of the open house and the dynamic opportunities.

Though the August 13 open house is the first large scale event of its kind for ETA, the company is far from new to growth. Since ETA opened its doors in 2001, the number of employees has more than quadrupled. Despite ETA's rapid expansion, the tight bond that started the company has never faded; employees regularly enjoy outings together, both in and out of work, including the annual Pool Party, Holiday Party and various ETA Fun Days.

"That's why I came to work here," says ETA's newest employee, Marketing Communications Specialist Katherine Guiney. "I had two job offers and a graduate school scholarship to consider, but ETA's passion for what they do, collaborative nature and positive energy took hold of me from the moment I walked in the door. To work in a place that's both fun and challenging is incredibly rewarding."

Candidates should recognize that positions at ETA are not for those who want to "just find a job." The open house is for those who are serious about their career, earnings potential and becoming a critical member of an extraordinary organization while adding to an existing culture of accomplishment.

In addition to ETA's website, [Expertta.com](http://Expertta.com), information about the dynamic opportunities is also available on [Ladders.com](http://Ladders.com), [6FigureJobs.com](http://6FigureJobs.com) and [SalesJobs.com](http://SalesJobs.com). For direct inquiries about these opportunities, The Genesis Program or to register for the August 13, 2010, open house, please contact ETA's Human Resources department at [hr@expertta.com](mailto:hr@expertta.com).

**About Expert Technology Associates (ETA)**

Expert Technology Associates (ETA) is an award winning, full-service business communications provider serving over 1,800 customers throughout the US and abroad. ETA designs, implements and manages unified voice & data communications solutions that help reduce costs, increase productivity and enable seamless, boundless collaboration. Headquartered in Plymouth Meeting, PA, ETA provides full lifecycle customer care, including strategic planning and guidance, project management and implementation, installation, and ongoing field and help desk support. ETA's full range of solutions includes premise-based and hosted IP business telephone systems, carrier services (voice and data connectivity), audio & web conferencing, Unified Communications (UC) applications, tools that enable mobility and collaboration, call center management systems and more. For more information, please visit [www.expertta.com](http://www.expertta.com).

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