



FOR IMMEDIATE RELEASE

P4 Performance Management Places Full Page Ad in WSTA Ticker

CARY, N.C. – February 14, 2006 - P4 Performance Management, an IT and Communications Selective Outsourcing provider for enterprises, announced today that it has placed a full page ad in the WSTA Ticker magazine primarily targeting the financial sector in the New York and New Jersey region.

WSTA Ticker, a bi-monthly magazine, is published by the Wall Street Technology Association. It provides insight into existing and emerging technologies to the financial community evaluating costs and benefits of alternative technologies.

“Our goal for this full page ad is to increase awareness of P4 services and gain momentum in the New York marketplace specifically in the financial industry.” said Archana Patel, Marketing Manager at P4.

The ad in the Jan-Feb issue will focus on the value of Selective IT Outsourcing. Selective IT Outsourcing is the fastest growing IT services market segment. It allows organizations to redeploy IT resources to strategic business objectives that can drive value to businesses. Key customer benefits include adopting new technologies and minimizing risk, improving service levels and skill sets, increasing performance and availability, 24x7 operational support and avoiding expensive management tools and integrations.

The ad will have a fresh focus every two months and is set to run in WSTA Ticker through the end of 2006. To learn more, visit our web site at www.p4performance.com.

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About P4 Performance Management

P4 provides intelligent and innovative Selective IT Outsourcing Solutions to enterprise customers to ensure high availability of their business applications and communications networks through a combination of strategic consulting, network solutions and performance management. P4 offers industry-focused solutions to businesses in the financial, telecommunications, entertainment/media and information technology industries. P4 solutions coupled with our partner’s capabilities, and our proven delivery model of remote monitoring and management services provide customers with global scale.

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