



John Zeller
President/CEO

ATS COMMUNICATIONS HELPS COMPANIES TAKE ADVANTAGE OF SIGNIFICANT TAX-BREAKS FOR NEW TECHNOLOGY

ATS Communications Educates Customers on Powerful Stimulus Plan

SACRAMENTO, CA — November 29, 2011 — ATS Communications, a leading provider in unified communications, announced today that the company is helping customers take advantage of a large tax-break for small to mid-sized businesses with Internal Revenue Code (IRC) Section 179. The tax benefit targets businesses who are contemplating large equipment purchases, such as technology, and significantly reduces the cost of purchasing such equipment. Section 179 allows business owners to write-off the entire cost, up to \$500,000, on new equipment purchases made by December 31st, 2011.

Many Americans were left wondering how the Stimulus Package would have an impact on their lives and Section 179 has answered that question for many business owners. Creating significant savings on major purchases of equipment, software or phone systems, the federal government has enacted this bill in an effort to spur business-to-business spending.

Right now businesses can expense the entire purchase price of qualifying equipment/software/phone systems in the first year up to \$500,000 (to be reduced to \$125,000 at the end of the 2011 tax year). Also slated to expire at the end of the 2011 tax year is the 100% Bonus Depreciation, which will drop down to 50 percent. For example, assuming you're in a 35% tax bracket, a \$45,000 purchase would drop dramatically, and would cost approximately \$29,250 after Section 179 has been applied to the transaction. In a transaction like this, Section 179 would yield a total savings of \$15,750. While every transaction is different and tax professionals should be consulted on specific situations, the potential rewards of this government program has persuaded many business owners to seriously consider investing in new equipment before year-end.

The one caveat associated with this powerful program is that the new equipment must be in use by December 31, 2011 in order to qualify for the massive savings. This year, Section 179 also extends to cover software purchases in addition to

traditional equipment. Many business owners have installed new business phone systems as a result of this addition to the tax code, because recent breakthroughs in telecommunications are enabling businesses to collaborate better, faster and more efficiently with one another.

“We were stunned to find out that so many of our customers had not yet heard of Section 179, or did not truly understand the positive impact this can have to their business” commented John Zeller, President of ATS Communications. “Our relationships with our clients are true partnerships. Part of this partnership is consultation on how to deploy technology with fiscal responsibility. When we find something as powerful as this financial tool, we have always considered it to be our duty to communicate such relevant information to our customers. Our goal is to introduce our customers to technology that increases their productivity, but more importantly increases their profitability. Usually, the technology solution drives the

positive bottom line impact. But in this case it's a financial tool in conjunction with the technology that maximizes the impact of profitability. It's this type of approach and thinking that allow our clients to call them partners and not just customers.

ABOUT ATS COMMUNICATIONS

ATS Communications is a business' complete voice and data partner with expertise on a wide range of voice and data products. Their services match

small and medium size enterprises with optimized technology that provide best business practices. This core philosophy motivates ATS to provide technical solutions and creates a competitive advantage for clients' business and positively impacts their bottom line. With 35 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been recognized for outstanding performance by several of their

strategic partners including Cisco and Toshiba. Additionally, ATS has been identified as one of the Top 25 East Bay companies in their industry by a leading publication for six consecutive years. These credentials have allowed ATS to grow and partner with businesses throughout the greater Bay Area and Northern California. ATS has three offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit www.atscommunications.com.