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CONSOLIDATED ELECTRIC COOPERATIVE SELECTS BAYSIDE CONSULTANTS TO REPRESENT THE ENLITE FIBER OPTIC NETWORK THROUGHOUT RURAL OHIO

Delaware, OH, September 28, 2012 - Bayside Consultants was chosen by Consolidated Electric Cooperative to provide sales and business development support for CEC's Enlite fiber optic network that runs through central Ohio. Bayside was chosen due to the company's successful history in assisting businesses with telecommunication and IT support services, specifically fiber networks and colocation requirements.

Starting immediately, Bayside will be contacting companies in and around Delaware County to discuss the Enlite fiber optic project and explain its benefits and effects on local businesses, as well as business development.

"The market in much of central Ohio lags behind the nation in access to technology solutions, particularly high speed data connectivity," said Dan Boysel, Director of Economic Development at Consolidated Electric. "The Enlite fiber optic network will allow businesses in central Ohio, including rural areas, to have up to 10 Gbps of connectivity to any carrier they choose, as well as access to services at several data centers. It will promote growth and innovation in underserved areas, something that was not possible prior to Enlite."

"I look forward to crystalizing the benefits of the Enlite fiber network for companies located in central Ohio," stated Baughman, Managing Partner at Bayside Consultants. "The Enlite network brings tremendous growth opportunities for businesses in Ohio, and it's an exciting time to part of this project."

The Enlite network is currently deployed in Delaware, Morrow, Richland, Knox, and Licking counties.

About Enlite: The Enlite Fiber Optic Network was created by Consolidated Electric Cooperative—a trusted leader in Central Ohio economic development, specifically, the Delaware and Morrow counties area. Enlite is the result of the need to address the lack of availability of high-quality broadband access at reasonable cost. For the unserved and underserved areas within Enlite's territory, better broadband access means reduced business costs, increased economic development and improved standards of living. www.enlitefiber.com

About Bayside Consultants: Bayside Consultants is a telecommunications and IT consulting firm headquartered in Avon Lake, OH. The company offers strategic sales and business development planning, as well as outsourced sales teams and management, to enterprise companies across the country. Bayside is under retainer for services that include: IT projects; strategy planning; employee development; management coaching; succession planning; marketing/sales; compensation platforms. www.baysideenterprises.com