

FOR IMMEDIATE RELEASE
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Head of Blue Hill Data Services Keeps His Ties to Media
John Lalli to Attend His 31st NAB Show

Pearl River, NY – Blue Hill Data Services (Blue Hill) today announced that John Lalli, the company's Chief Operating Officer and Managing Director, will once again be attending the NAB Show, to be held April 16-21 in Las Vegas.

John Lalli, a veteran IT executive and former CIO of digital media and entertainment giant CBS, currently leads Blue Hill, an IT applications and infrastructure outsourcing services company with locations in New York, New Jersey, Connecticut, Pennsylvania and Georgia.

"This is an opportunity to reconnect with many of my colleagues, and to discuss the challenges and excitement surrounding the integration of next generation technologies and the ongoing need to support legacy applications...This event is the industry's premiere conference and I wouldn't miss it for the world," said Mr. Lalli.

Blue Hill helps clients reduce costs and mitigate risk by providing fully managed IT support solutions for mainframe, mid-range, and open system environments. Although the company's clients represent organizations of all sizes and across all industry verticals, Mr. Lalli holds an affinity with the industry that shaped his career.

Mr. Lalli understands the digital disruption currently taking place in every business and is perfectly at home at NAB. His attendance at the 2016 show marks his thirty first, and he intends to join thousands of attendees from around the globe in adopting this year's event theme, "unleashed," by immersing himself in the learning experiences that will take place at the conference.

About NAB Show

NAB Show, held April 16-21, 2016 in Las Vegas, is the world's largest electronic media show covering the creation, management and delivery of content across all platforms. With 103,000 attendees from 166 countries and 1,700+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

About Blue Hill Data Services

Blue Hill Data Services customers reduce their operating costs and minimize risk by providing fully managed on-shore data center hosting solutions. Our highly skilled and experienced staff, world-class facilities, and reliable 24x7 services have supported customers worldwide and from all industries since

1994. We specialize in Mainframe, Open Systems, AS/400 iSeries, Application Services, Colocation Services, Dedicated Disaster Recovery, and Business Continuity Solutions. Our differentiation is providing customized solutions, flexibility with contracts and SLAs, and personalized attention and services. We are proud our customer retention is 100%.

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