

**FOR IMMEDIATE RELEASE:**

April 7, 2018

**Blue Hill's Chief Operating Officer John Lalli Once Again Joins His Colleagues at the National Association of Broadcasters**

John Lalli, Chief Operating Officer, Blue Hill Data Services/CAPS/XyberNET, was pleased to join his colleagues at this year's National Association of Broadcasters that was held in Las Vegas, Nevada, on April 7-12, 2018.

John Lalli's attendance at this year's NAB show marks his thirty-third. This year's theme, "***The Convergence of Media, Entertainment and Technology***," holds special interest for Mr. Lalli as it unites both media and technology. Mr. Lalli, a veteran IT executive and former CIO of CBS, currently leads Blue Hill Data Services, a fully managed On-Shore IT and data center hosting organization. Blue Hill helps clients reduce costs and mitigate risk by providing fully managed IT support solutions for mainframe, mid-range and open system environments. Blue Hill's clients represent organizations of all sizes and across all industry verticals.

*"This is truly a premier event, the largest of its kind in the media and entertainment industry, that helps our colleagues learn about what's new in the industry," said John Lalli, Chief Operating Officer, Blue Hill/CAPS/XyberNET. There is always a plethora of exhibits and resources to help keep our fingers on the pulse of these new innovations, utilizing technology to help navigate the future. It is also a very worthwhile opportunity to connect with my peers as we look at utilizing newer technologies to forge greater opportunities for our organizations."*

**About NAB Show**

NAB Show, held April 7 – 12, 2018 in Las Vegas, is the world's largest convention encompassing ***The M.E.T. Effect, the convergence of media, entertainment and technology***. With 103,000 attendees from 161 countries and 1,800+ exhibitors, NAB Show is the ultimate marketplace for solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is where global visionaries convene to bring content to life in new and exciting ways.

**About NAB**

The National Association of Broadcasters is the voice for the nation's radio and television broadcasters. As the premier trade association for broadcasters, NAB advances the interests of our members in federal government, industry and public affairs. Through advocacy, education and innovation, NAB improves the quality and profitability of broadcasting; encourages content and technology innovation; and spotlights the important and unique ways stations serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at [www.nab.org](http://www.nab.org).

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**Blue Hill Data Services: Cost-Effective, Secure, On-Shore Data Center Hosting Solutions**

Blue Hill Data Services helps customers reduce their operating costs and minimize risk by providing **fully managed data center hosting solutions**, and a full array of complementary IT support services. Our highly skilled and experienced staff, **world-class on-shore facilities**, and reliable 24/365 services have supported customers worldwide and from all industries since 1994. We specialize in **Mainframe, Open Systems, and AS/400 iSeries managed hosting services; Applications Services; Colocation Services; Dedicated Disaster Recovery and Business Continuity Solutions**. Our deep technical skills and long standing experience enable us to support our customers' **legacy environments** as well as implement **new technology 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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