



Mike Shuping
President

TDArx, Inc. Increases Customer Profitability in a Down Economy with the Latest Technologies

*Region's Leading Technology Provider
Helps Businesses Do More with Less*

WINSTON SALEM, NC – October 29, 2010 – TDARx Inc., an industry leader in unified communications, announced today that the company is relentlessly educating its customers on the latest technologies designed to increase their profitability and enhance employee productivity, particularly in these tough economic times. The technologies that TDARx is focusing on helps companies do more with less. While the economic whiplash has sent many companies back to the starting block, others are capitalizing on these types of advancements to better position themselves for recovery. The financial gurus may try to convince business owners that a dreaded double-dip is imminent, but for the technologically adept, an uptrend is more likely. TDARx, is paving the way by introducing businesses to leading edge technologies that drive profitability, now.

“We understand that the economy has mounted tremendous pressure on our customers to be more

productive, with fewer resources at their disposal. We believe that it is our responsibility to proactively search for and deploy solutions that drive our customers' profitability and provide them with a competitive advantage. It's up to us to make sure that our customers have technology that enables them to do more with less,” stated President, Mike Shuping.

One of the ways that TDARx is boosting customer profitability is through an application called simultaneous ring. This application allows incoming calls to ring multiple phones at the same time and whichever is picked up first, receives the call. The main benefit is that users will never miss a call again. Customers need to know only one phone number and they can get a hold of a user, regardless of an executive's location. It is enabling many busy executives as well as sales people to take their office with them, and function in a truly remote office environment.

Similarly, TDARx is utilizing their ability to rename caller ID to protect healthcare professionals. Oftentimes medical professionals need to

return calls when they are off-site, but they don't want to publicize their personal cell phone number. TDARx utilizes technology to protect their information, and the caller ID can be configured to display the number for the main hospital or clinic, instead a personal cell phone number. Law enforcement also finds this usage to be particularly helpful in their operations as well.

TDARx is educating its customers, and as result, the company is “bridging the gap” between technological capabilities and practical application. By truly concerning themselves with increasing their customers' profitability and giving them a competitive advantage through technology, TDARx is distinguishing itself as an industry leader.

ABOUT TDARX INC.

TDARx, Inc. came into existence when TeleData Services, Inc., a regional leader in business communications, and Arx Technology, Inc., a leading provider of computer and data networking technologies, merged in January 2008. The merger enhances

TDArx's expertise in a full line of communication technology, which helps its customers increase their profitability and improve competitive advantage.

TeleData Services, Inc. was founded in 1988 by Mike Shuping with partners Michael Nester and Larry Halsey. For the past 20 years, TeleData Services has been and is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allowed the TeleData Services, Inc. team

to develop an understanding of each customer's unique telecommunications requirements, and to respond to those requirements quickly and effectively.

Founded in 2001 by owner Wesley Walker, Arx Technology had been fulfilling the IT needs of Triad businesses. The company has over 350 customers and eight certified engineers. These professionals have a number of advanced industry certifications including Microsoft, Macintosh, Cisco,

Citrix, Novell, and Linux and provides IT-based growth strategies for small and medium businesses. Arx specializes in data, technology and network consulting, security and support.

Today, TDArx is poised to help its customers maximize the return on their investment in communication technology. With TDArx, you can focus on your business, while we focus on your IT! For more information, please contact us at (336) 896-0808 or visit www.tdarx.com.