



PRESS RELEASE

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FIRST COMMUNICATIONS EXAMINES HOW DIFFERENCES IN LATENCY CAN IMPACT ROI

Rick Poore, President of First Telecom Services LLC dba First Communications, will address colocation and proximity hosting strategies during the Toronto Financial Information Summit on July 7

AKRON, OH – July 5, 2011 – [First Communications](http://www.firstcomm.com), a leading competitive communications provider, will help enterprises and carriers evaluate current colocation models and new options during the panel [“Colocation and Proximity Hosting – Deciding on the Best Strategy for You”](#) at the [Toronto Financial Information Summit](#) on July 7 at 2:25 p.m. EST.

The panel, moderated by Tim Thurman, head of information technology, Credit Suisse Canada, will lead a discussion on the options available in North America for an optimized colocation/proximity strategy. Panel participants also will address how to decide which components should be colocated/proximity hosted or remain in the corporate data center.

First Communications is proud to be a sponsor of the Toronto Financial Summit and to have the opportunity to share technology strategies with market data, reference data and data management executives from leading financial institutions. “We are pleased to share our experience in providing low-latency and diverse high-capacity bandwidth solutions, crossing the border between Canada and the United States,” said Rick Poore, president of First Telecom Services LLC, dba First Communications.

First Communications recently announced the expansion of its fastest low-latency route to Toronto, enabling service to key financial targets. First Communications' new service offerings include [151 Front Street and 100 Wellington \(Q9\) in Toronto](#), as well as 3500 Steeles Street in Markham. An important feature of First Communications' service to 100 Wellington is a bypass to 151 Front Street, which is crucial for financial brokerages, trading firms, hedge funds and banks, as it provides the diversity needed for high reliability.

The new route augments First Communications' existing low-latency routes to Chicago and Washington, D.C./Ashburn, providing the market with service provider and route diversity.

About First Communications

First Communications (www.firstcomm.com) offers high-capacity long-haul and metro fiber network services as well as voice and data services across the Midwest and Mid-Atlantic United States and into Canada. Our network includes more than 600 on-net wire centers, 250,000 fiber miles and 5,400 fiber route miles. The fiber network includes approximately 500 metro route miles reaching more than 50 Tier 1, 2 and 3 markets. First Communications serves a diverse customer base, including [carrier/wholesale](#) customers, [small and medium enterprises](#) (SMEs) and [large enterprises](#).

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