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FOR IMMEDIATE RELEASE

Contact:
Mary Beth Koelling
Practical Communications, Inc.
847.202.4689
Marybeth@pracom.com



Practical Communications, Parent Company of OSP® Magazine, OSP EXPO, and www.ospmag.com Receives National Certification as a Women’s Business Enterprise

Palatine, IL – June 25, 2008 – Practical Communications, Inc., parent company of OSP® Magazine, received national certification as a Women’s Business Enterprise by the Women’s Business Enterprise National Council (WBENC), the nation’s largest third party certifier of businesses owned and operated by women in the U.S.

WBENC’s national standard of certification is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women. By including women-owned businesses among their vendors, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

“We recognize the commitment to supplier diversity that is embraced by corporations and government agencies today, and we can add diversity to your supply chain,” said Judith Chance, President & CEO Practical Communications, Inc. “We are thrilled to achieve this prestigious certification.”

About Practical Communications, Inc

Practical Communications, Inc.’s, OSP®, is the only brand that 25,000 telecom service providers rely on for concise information about network engineering and technology best practices. OSP® is a multi-channel educational resource, integrating print, online, and custom events. OSP® is the HOW-TO brand for communications and entertainment providers as they continually evolve their networks.

Since 1983, OSP® Magazine has been covering the ever-changing trends in the telecommunications industry, specifically the outside plant. OSP® connects their customers with key buyers and decision makers, and provides maximum exposure and enhanced brand awareness through print, online, and custom event offerings.

About Women’s Business Enterprise National Council (WBENC)

The Women’s Business Enterprise National Council is the nation’s largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 U.S. companies and government agencies that rely on WBENC’s certification as an integral part of their supplier diversity programs.