



Quality Service. High Performance Solutions. No Compromises.

## **ASCII Resellers Get Free Support, Higher Margins and Training from Walling Data plus Benefits Unavailable Anywhere Else**

**Hickory, NC May 13, 2009** - Walling Data, a leading distributor of technology security products in the US today proudly announced that The ASCII Group, a membership organization of over 2,000 computer resellers, renewed its endorsement of Walling Data's products and services to their membership.

In addition, Walling Data also announced the expansion of the benefits ASCII members receive when purchasing from them. "We are pleased to offer ASCII members more products than in previous years and we are very excited because they will make even higher margins on our products than ever before. Plus, they get dedicated team-members to service their needs without additional costs or reductions in margin," said Luke Walling, founder and president of Walling Data.

In addition to the free, unlimited, U.S.-based phone and remote support provided on all products purchased from Walling Data, there are a variety of other Internet security products offered by the company including AVG Internet Security, Cymphonix Network Composer, and avast! Anti-Virus products. Plus, Walling Data is sweetening the pot for ASCII members in other ways, too.

"Walling provides better margins than you would get when dealing directly with the manufacturers or other distributors and their online order process makes it easy to place any standard size order. My clients are satisfied with the performance and price of using AVG and that helps me succeed," said John Rutowski, CEO of Bolder Designs in Newark, DE. "And Walling has gone out of its way to make life easier for the ASCII VAR to sell and support AVG from. They provide English-speaking tech support staff and provides recommendations for best practices in deploying the software in a managed network environment."

Walling Data is also excited to be a presenter at all the ASCII bootcamps this year. "There we will offer ASCII members methodologies and proven techniques on how to use Internet security products to add revenue without having to add to their customer base," explains Walling.

"Renewing our partnership with Walling Data was an obvious decision," says Jerry Koutavas, VP of business development at ASCII. "Our members are extremely happy with the products and services they receive from Walling Data. After all, they earn more through Walling Data and receive dedicated support that they can't find anywhere else."

To become a Walling Data Reseller or for more information, contact Walling Data at [www.wallingdata.com/reseller/signup](http://www.wallingdata.com/reseller/signup) or call 866-833-5727.



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### **About Walling Data:**

Founded in 1994, N.C.-based Walling Data is a value-added technology distributor of technology security products for resellers, small businesses, education, and government institutions. Walling Data was the nation's first distributor of AVG Internet Security products ([www.avgantivirus.com](http://www.avgantivirus.com)), and avast! Anti-Virus products ([www.avastusa.com](http://www.avastusa.com)), providing no-cost, unlimited, U.S.-based remote and toll-free telephone support. It is also the only value-added distributor for Cymphonix Network Composer, an award-winning device that helps companies control and monitor users compliance with internet usage policies. For more information, visit <http://www.wallingdata.com>

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