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BUSINESS

SENECA DATA SELECTED AS TOP OVERALL SYSTEM BUILDER BY NASBA - THE ASSOCIATION OF CHANNEL RESELLERS

Recognizing the Top Computer System Builders and Value-Added Resellers in North America

ATLANTA, GEORGIA October 1, 2004: NASBA - The Association of Channel Resellers, announces the finalists and winners of its prestigious "NASBA Awards." The awards were presented recently at the Gartner System Builder Summit™ and VARVision® conference and trade show in Phoenix, Arizona.



Winner
Top Overall
System Builder
Award
Fall 2004

NASBA - The Association of Channel Resellers

The NASBA Top Overall System Builder Award is presented to the computer System Builder that ranks the highest overall across a variety performance categories, including the deployment of successful and innovative new products or services, dedication to exceptional processes to deliver outstanding customer service, and a substantial commitment to exemplary community service. Syracuse-based Seneca Data beat out nearly 250 of the leading computer manufacturers, resellers, and IT solution providers located across the United States and Canada to win the highest award bestowed by NASBA. Seneca Data also pulled off the rare feat of being named as a Top-Three Finalist for the Business Innovation and Community Service Awards. The highly competitive selection process was based upon detailed criteria, written submissions, and independent research by NASBA. As Jim Hagan, NASBA's Chief Operating Officer and General Counsel noted, "Seneca Data is building momentum throughout its 25th Anniversary Year. Simply put, they are hot and they are 'hitting on all cylinders' right now."

About NASBA

NASBA -- The Association of Channel Resellers, is the pre-eminent professional trade organization serving one of the largest IT Sales Channel in existence today. More than 14,000 Members and over 50 Vendor Partners comprise NASBA. NASBA Members and Partners include custom desktop PC, server, and laptop System Builders, Value-Added Resellers, IT Integrators, Technology Solution Providers, and the industry's leading software and hardware component manufacturers. To learn more about NASBA, visit www.nasba.com.

About Seneca Data

Founded in 1979, Seneca Data has grown into one of the premier Value Added Manufacturers of computer systems, servers, notebooks, peripherals, and network connectivity solutions. Seneca Data manufactures custom built, made to order computers under the brand name Nexlink® and offers them to computer resellers and technology solution providers throughout the United States with a particular focus on Healthcare and Education markets. Nexlink® systems utilize name-brand components and software from partner manufacturers such as AMD, Intel and Microsoft. Seneca Data is currently celebrating its 25th Anniversary and in honor of this celebration, Seneca Data has is giving back to the community. The company is offering a community service recognition program which rewards any employee who volunteers 25 hours of their time to a charitable organization.