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McCusker and Company set to unveil "VAR Buddy" program

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/24-7PressRelease/ - LEAWOOD, KS, February 20, 2008 - McCusker and Company set to unveil "VAR Buddy" program

McCusker and Company, the people who brought you the MachineBuddy.com, are taking another step to further ignite its high-growth Value Added Resellers ("VAR") services business. McCusker and Company is unveiling the "VAR Buddy" services program and designation for resellers which will extend credit terms and service programs to VARs in the onsite service business. The "VAR Buddy" is available at www.VARBUDDY.COM

MachineBuddy.com is a web-based platform that allows for clients to directly manage field service events. The tool quickly is becoming the industry standard for managing outsourced technical labor. An ongoing Machine Buddy objective has been to establish a VAR referral program and a specially qualified national service network, made up of the community members' technical staff. Although the referral program is largely developed, a useful mechanism for the cross-utilization of the specially qualified VAR Buddy field technicians has not been developed until now.

VARs often find themselves at a point of critical mass at which point they either take on additional growth or implode and start all over. It's always easier to take on additional work when you become a part of a larger whole. Through the VAR Buddy program, VARs will benefit from the following:

- * Ability to bid for extended regional or national service contracts
- * Deliver services with the best interest in mind via net terms
- * Protect current client relationships by guaranteeing service excellence
- * Increase field force utilization through supplementing with VAR Buddy
- * Access to new vendor-specific field service opportunities

Also, McCusker and Company offers service contracts with customer support under the approved Extended Service Program ("ESP") label, which allows the company to maintain a product after the manufacturer's warranty has expired. The ESP program, which targets retailers, VARs, Original Equipment Manufacturers ("OEM"), and corporations, lengthens the basic parts and labor warranty for consumer electronics for additional years beyond the original manufacturer's warranty.

McCusker and Company's goals in each market are to exceed the expectations, put a great priority on solving problems, and provide value-added products and to pay claims fairly and promptly.

To provide further assurance and confidence in McCusker and Company's support commitments, the benefits under this service program have been underwritten. The ESPs are engineered with the needs of consumer electronics industry in mind, and are often private-labeled for clients.

McCusker and Company's clients market the products to their customers, and do so with confidence based on their customer service and tradition of delivering results. McCusker and Company continually sets new standards for point-of-sale productivity by offering one of the finest ESP sales training programs in the industry. McCusker and Company's training staff trains your sales associates how to successfully incorporate the program into your existing sales process. There is minimal risk for claims payments to clients who sell the Extended Service Contract plans. All contractual liability lies with the administrator and there is no capital investment required by the client. The administrator handles all administration and provides your customers with superior service 24 hours a day, 7 days a week.

With increasing advances in the consumer electronics industry, the need for innovative, world-class customer support is rising dramatically. McCusker and Company's success lies not only in keeping up with technical changes, but also in

establishing a cooperative relationship with clients and offering proactive solutions.

Following are some of the Extended Warranty Programs offered:

- * LCD, DLP, and Big Screen TVs
- * Computers
- * Laptops
- * Home appliances
- * Home Theater Systems
- * Cell phones
- * Printers
- * Portable Electronics
- * Audio equipment
- * Electronics
- * PDA/Wireless Devices
- * Many more also are available, so please ask!

McCusker and Company also provides total support packages for your customers. McCusker and Company will support your customers on-site and their technicians are certified and trained specifically for warranty service and repairs. Special features of the OEM program include:

- * 24/7 nationwide support help desk
- * On-site repair service
- * DOA coverage available
- * Revenue opportunities
- * National and international service coverage
- * 1-year, 2-year and 3-year support packages available
- * Warranty kits
- * Service available for PCs, laptops, printers, scanners, MP3 players, PVPs, and PDAs
- * Toll-free support lines provided NO EXTRA CHARGE
- * Surge protection included with warranty service
- * "No Lemon" OEM guarantee program

Call Today Toll Free: 1-800-734-0819, or visit the website at www.mccuskerco.com

About McCusker & Company

McCusker & Company is an extended warranty provider & consulting firm founded by industry experts and is headquartered in Kansas. They specialize in the extended warranty service contract industry providing, programs, consulting, management and support for your OEM or extended warranty help desk and on-site service needs. They also function as litigation consulting experts on complex litigation projects, technology sales, and arbitration and industry disputes. The firm also founded and developed the Machine Buddy product line. For more information contact us at (800) 734-0819