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# Press Release

## Genesis celebrates its 20<sup>th</sup> anniversary.

Tyler, Texas, December 11, 2009:

The Genesis Group, a locally owned, unique software company celebrates its 20<sup>th</sup> birthday this month. Although its software concept began a few years earlier, the company itself opened its doors in December, 1989, with three employees developing and marketing two products. To date, The Genesis Group has increased its employees more than tenfold, has expanded the software product exponentially, and has established itself internationally as the premier governmental communications management solution as well. Virtually all of its revenue comes from outside Smith County, and a large percent even comes from international sources.

The idea behind Genesis actually originated in 1983 and 1985 when Phil Burks created two software tools to manage his business, Jecca Towers, a communications rental and radio trunking company (*radio trunk system: specialized two-way radio communication system like those used by first responders and governmental or commercial entities*). EzBill and EzSave allowed him to invoice usage and back up data for these communication towers. He sold that business to Motorola but retained the software because he recognized that owners of radio trunk systems needed tools to help manage those systems in order to get the most value from their investments. Burks' vision for a service company to the communications industry came to fruition when he started The Genesis Group in December, 1989. He and two other employees worked to improve and market EzBill and EzSave and to develop new, specialized software to enhance the management and billing of trunk systems.

Now, two decades later, Genesis is a certified Motorola Applications Partner both domestically and worldwide and leads the industry in trunking management software. Motorola sells Genesis products worldwide as part of their portfolio of two-way radio solutions. It has diversified its products beyond billing and data backup to include more than twenty applications that will perform such tasks as highly detailed analysis and reporting of radio network usage and finding lost or stolen radios, all with high quality, user-friendly graphics. The company commits itself to improving the industry as well as each customer's image with cutting-edge applications and diligent technical support.

For more information about Phil Burks or the Genesis Group and its products, see <http://www.GenesisWorld.com>.

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