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VITAL announces new sales channel with Logic Wireless as Wholesale Radio Services partner.

VITAL Limited (NZX: VTL), the publicly listed telecommunications services provider today announced an extension to their relationship with Logic Wireless, one of the largest distributors of professional land mobile radio and rugged cellular devices in New Zealand and Australia.

Vital and Logic Wireless have successfully partnered over the last 18 months. The existing agreement has seen Logic Wireless fulfil several significant and complex orders to several key Vital customers. The extension to the existing agreement will see Logic Wireless assist with promoting and connecting Wholesale digital radio services through their extensive New Zealand dealer channel.

Vital's Chief Executive Andrew Miller said: "Both organisations have successfully partnered over the last 18 months and this wholesale agreement opens up a new sales channel which not only leverages the skills of Logic Wireless but also adds the skills and deep relationships that the dealer network has. This relationship will enable dealers to offer the advantages of a fully serviced nationwide network with 24/7 monitoring and support to their customers without the need to spend on Capex."

Logic Wireless Managing Director, Scott Heywood said: "The extension of the partnering agreement combined with the new wholesale product will be positive for both Vital and our dealer network. Our dealer network reaches rural and metropolitan New Zealand alike. The network Vital have deployed is unmatched in terms of coverage. The wholesaling of a national land mobile radio network is a first of its kind in New Zealand. We are looking forward to helping Vital and our dealer channel make a success of this new service offering."

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Logic Wireless