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WTIA Announces Finalists for 14th Annual Industry Achievement Awards

Online voting begins February 23; Winners to be announced March 25 at awards gala

SEATTLE – January 26, 2009 – The Washington Technology Industry Association (WTIA) (<http://www.washingtontechnology.org>), North America's largest statewide association of technology companies, IT departments and individual technology professionals, today announced the finalists for its 14th annual Industry Achievement Awards (IAA). The awards recognize local companies, individuals, and students who best demonstrate innovation and excellence in creating new technologies, applications, and services.

This year, the local technology community will determine the winning organizations and individuals via an online voting system. The 21 finalists that will be competing for votes beginning February 23 are:

- **Commercial Product or Service of the Year:** Concur, INRIX, Visible Technologies
- **Consumer Product or Service of the Year:** Pet Holdings, Inc., Picnik, Wetpaint
- **Breakthrough Start-up of the Year:** Apptio, LiquidPlanner, Ontela
- **Service Provider of the Year:** AdReady™, Inc., Azaleos Corporation, Cobalt
- **Best use of Technology in the Government, Non-profit or Educational Sector:** eCityGov Alliance, Snohomish County Planning & Development Services, South Sound Health Communication Network
- **Technology Innovator of the Year:** Don Ledford, VANTOS, Inc.; Darrin Massena, Picnik; Matthew Parks, Visto Corporation
- **Technology Leader of Tomorrow:** Aaron Love, St. Therese School, eighth grade; Matthew McMillan, St. Therese School, seventh grade; Israel Zemeadim, Washington Middle School, eighth grade

"Our panel of judges spent countless hours evaluating a record-breaking number of entries from some of Washington state's most innovative and exciting companies, organizations and individuals," said Ken Myer, president and CEO of the WTIA. "These companies truly have the leadership and vision to make an impact on the technology industry as a whole. Now the judges' work is done, and the finalists' fate is left up to the local tech community, which will determine winners via our new online voting system."

The WTIA will announce the winners at its annual Industry Achievement Awards party on March 25. This year's celebration, which will be held at The Paramount Theater, also marks the 25th anniversary of the WTIA. The event will be catered by Tom Douglas and will feature interactive gaming lounges, a technology showcase and a look back at the past 25 years of the local technology community.

"To celebrate our 25th anniversary, we're throwing a celebration like never before," said Myer. "We've lowered our ticket prices and ditched the ties for this event. We're welcoming everyone from the local tech community to come out and enjoy the party."

IAA presenting sponsors are AH&T Insurance, Intelius, Microsoft, RealNetworks, Regence BlueShield, Vertafore and Wells Fargo Insurance Services.

For more information about the awards, online voting or to register for the awards ceremony, visit www.washingtontechnology.org/IAA.

About the Washington Technology Industry Association

The Washington Technology Industry Association, founded in 1984, is the largest statewide association of technology companies, IT departments and individual technology professionals in North America. With more than 1,000 member companies representing more than 100,000 employees in Washington State, the association is a catalyst for sharing expertise, fostering collaboration, delivering key business services and advancing the value and global impact of technology companies doing business in Washington. The association's global partners are Davis Wright Tremaine LLP, Microsoft, Regence BlueShield, Sun Microsystems, Vertafore and Wells Fargo Insurance Services. The association's funding partners are AH&T Insurance, Comerica Bank, F5 Networks, GrapeCity, Moss Adams and RealNetworks. For more information, go to www.washingtontechnology.org.

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