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Washington State's Brightest Tech Stars Honored at WTIA's Industry Achievement Awards

The Washington Technology Industry Association recognizes local technology innovators, celebrates 25th anniversary at annual celebration

SEATTLE – March 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, honored the winners of its 14th annual Industry Achievement Awards (IAAs) last night during an awards ceremony at the Paramount Theater. The event, which celebrated the local technology community and its innovations, also marked the WTIA's 25th anniversary.

"For the first time ever, thousands of votes from the local technology community determined this year's IAA winners," said Ken Myer, president and CEO of the WTIA. "To be named by your peers as one of our region's best and brightest is a great honor."

The IAAs recognize local companies, individuals and students who best demonstrate innovation and excellence in creating new technologies, applications and services. The 2009 winners, as determined by online votes, were:

Commercial Product or Service of the Year: Visible Technologies for TruCast®

Visible Technologies helps companies listen to and learn what consumers are saying about them online via its comprehensive social media analysis and participation software platform, TruCast.

Consumer Product or Service of the Year: Wetpaint for Wetpaint.com

Wetpaint powers socially published Web sites that enable anyone to collaboratively create, collect and organize content to build an online community around whatever he or she is passionate about.

Breakthrough Start-up of the Year: Ontela for Ontela PicDeck

Ontela provides a simple, one-click solution that automatically saves every camera phone picture users snap to their email, PC and Web photo albums.

Service Provider of the Year: AdReady™, Inc. for AdReady®

AdReady makes the creation and management of sophisticated online display advertising campaigns incredibly easy and effective for advertisers and publishers of all sizes.

Best Use of Technology in the Government, Non-profit or Educational Sector: Snohomish County Planning & Development Services for the Inspection Improvement Project
The Inspection Improvement Project uses technology available today to provide great customer service for how inspections are requested and documented as well as how results are communicated.

Technology Innovator of the Year: Darrin Massena, Picnik
Darrin, co-founder and CTO of Picnik, has developed software for the past 28 years. Prior to Picnik, he co-founded Spiffcode and was a development manager at Microsoft for 11 years, where he was a "Leonardo DaVinci Award" winner.

Technology Leader of Tomorrow: Israel Zemeadim, Washington Middle School – 8th Grade

"We've watched the local technology community grow exponentially during our 25 years as an organization, and we believe this year's winners demonstrated that Washington continues to be a home for world class-innovations," said Myer. "We're honored to be able to recognize these companies and individuals, and we look forward to seeing what great things they will do next."

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

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, F5 Networks, GrapeCity, Moss Adams and RealNetworks. For more information, go to www.washingtontechnology.org.

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