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WSA Announces 2007 Investment Forum Winners

ZenZui, new mobile technology company, garners two awards

SEATTLE – (May 4, 2007) – The WSA, the state's oldest and largest technology trade organization, today announced the winning companies from its 2007 Investment Forum.

Nearly 300 industry influencers attended the Investment Forum May 2 at the Bell Harbor International Conference Center, where 19 companies in the wireless, digital media, Web services and software industries presented their business models to panels of top venture capitalists and regional business leaders.

Panelists scored each company on its business model, management team, market analysis, products and/or services and presentation, ultimately selecting one winner from each group. ZenZui, a new company that represents an entirely new way for consumers to discover and interact with the mobile Web, took home two awards for "Best Sales Pitch" in the wireless category as well as "Best and Brightest."

"The 2007 Investment Forum was a huge success thanks to the presenting companies, panelists and attendees," said Ken Myer, WSA president and chief executive officer. "This was a true cross-section of some of the region's most compelling technology companies and I want to congratulate all of the winners on their exceptional presentations."

The winning companies included:

- **Digital Media:**
 - Best Funding Pitch, Session 1: FlowPlay, Inc.
 - Best Funding Pitch, Session 2: RIPL Corporation
- **Web Services/Software:**
 - Best Funding Pitch: Bag Borrow or Steal
 - Best Sales Pitch: Attenex Corporation
- **Wireless:**
 - Best Funding Pitch: Mobile Semiconductor Corporation
 - Best Sales Pitch: ZenZui
- **Best and Brightest:**
 - ZenZui

"Seattle is renowned for being a hotbed of innovation and this week's Investment Forum brought together a nice array of rising stars in emerging technology," said John SanGiovanni, co-founder and vice president of products and services for ZenZui. "It's an honor for ZenZui to be recognized for providing consumers a new way to discover and interact with the mobile Web. Receiving this award underscores the strength of our technology, strategy, and business opportunity."

At the 2007 Investment Forum, the WSA also announced its new partnership with the Shenzhen Software Industries Association (SSIA), one of the oldest local associations of the China Software Industry Association. The WSA also plans to open an office in Shenzhen in order to expand business relationships between the Pacific Northwest and China.

About the WSA

Founded in 1984, WSA is Washington's technology association with over 1,000 member companies representing more than 100,000 software, Internet, telecommunications and technology company employees. The WSA is a catalyst for industry connections and provides members with key business services. As a voice for Washington's technology industry, the WSA leads the advocacy of issues necessary to grow Washington state's impact as a leader in the digital economy. WSA's Global sponsors are Davis Wright Tremaine LLP, Laird Norton Tyee, Microsoft, Regence BlueShield, The Hartford, and Wells Fargo Insurance Services. WSA's Funding sponsors are AH&T Insurance, Comerica, and Google. For more information, please see www.wsa.org.

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Contact:

Veronica White
MWW Group for WSA
206-505-8392
vwhite@mww.com