

## **Drum Roll Please: WSA Announces Finalists for Its 13th Annual Industry Achievement Awards**

### ***Award Gala to Take Place Feb. 7 at Seattle's Westin Hotel***

**SEATTLE, WA — Marketwire — January 2, 2008 —** The WSA, the state's oldest and largest technology trade organization, today announced the 21 finalists for its 13th annual Industry Achievement Awards (IAA), which recognizes local companies, agencies and individuals who best demonstrate innovation and excellence in technology.

The 21 finalists are:

- Breakthrough Technology of the Year: Next IT, Travelling Wave Inc. and Zumobi (formerly ZenZui)
- Business Product of the Year: BioPassword Inc., Tableau Software and Formotus, Inc.
- Consumer Product or Service of the Year: Picnik.com, Redfin and Yapta, Inc.
- Service Provider of the Year: Slalom Consulting, GrapeCity, Inc. and Ramp Group
- Technology Innovator of the Year: Fred Brown, founder, Next IT; Bryan Mistele, co-founder, president and CEO, Inrix Corporation; and Brian Roundtree, co-founder and CTO, SNAPin Software
- Best Use of Technology in the Government, Non-Profit or Education Sector: eCityGov Alliance, King County District Court and Washington State Coalition Against Domestic Violence
- Technology Leader of Tomorrow: Jennifer Chen, eighth grade, Washington Middle School; William Yip, eighth grade, Washington Middle School; and Travis Duell, eighth grade, Madison Middle School

This year's IAA event, which attracts more than 1,000 business and community leaders each year, will take place Feb. 7, 2008 at the Westin Hotel in Seattle. Suzie Reider, chief marketing officer at YouTube.com, will be the keynote speaker.

"We were ecstatic to receive a record number of entries this year for the IAA," said Ken Myer, president and CEO of the WSA. "Such a response is indicative of this region's booming tech economy. Plus, I believe our top finalists have the innovation and drive to dramatically impact this industry."

This year the WSA is also adding a new category to its lineup called the "Technology Leader of Tomorrow" award, which honors exceptional sixth- to eighth-grade students participating in the Technology Access Foundation's (TAF) TechStart program. The winner will be selected through an online voting system on the WSA's Web site ([www.wsa.org](http://www.wsa.org)) starting Jan. 17, and announced at the event.

#### **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 partners are Davis Wright Tremaine LLP, Microsoft, Regence BlueShield, The Hartford and Wells Fargo Insurance Services. WSA's funding partners are AH&T Insurance, Blink Interactive, Inc., Comerica Bank and RealNetworks. For more information, please see [www.wsa.org](http://www.wsa.org).

For more information on Formotus' Channel Partner Program, visit [www.formotus.com](http://www.formotus.com).

#### **About Formotus**

Formotus, Inc. is the first company to provide simple mobile access to business data, allowing organizations of all sizes to quickly generate and deploy business applications on the latest mobile devices. The company's software-as-a-service solution leverages the familiar Microsoft Office platform to make it easy to click-and-deploy mobile data without writing a single line of code, empowering the mobile workforce for small businesses and Fortune 1000 enterprises alike. To learn more about how Formotus is mobilizing business data visit [www.formotus.com](http://www.formotus.com).

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