



MASSACHUSETTS INNOVATION
& TECHNOLOGY EXCHANGE

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For Immediate Release

2009 MITX TECHNOLOGY AWARDS WINNERS ANNOUNCED

Sixth Annual MITX Technology Awards Recognize Outstanding Technology Advancements
in the New England Region

Cambridge, Mass — June 16, 2009 — The Massachusetts Innovation & Technology Exchange (MITX), the region's premier association for Internet business and marketing professionals, today announced the winners of its' 6th Annual MITX Technology Awards. The annual awards program recognizes achievements in the development and implementation of innovative technologies developed in the New England area. Winners were announced for each of the ten general categories and several "Best of" awards and PricewaterhouseCoopers Promise Awards were also announced at a sold out ceremony attended by more than 350 industry professionals at the Copley Westin, in Boston.

"This year's award winners represent some of the most innovative thinkers in the world of technology. These companies and individuals help solve real-world challenges and help push the use and adoption of technology," said Kiki Mills, executive director of MITX. "MITX is proud to be the foundation for New England's vibrant digital community and to recognize and help our local talent receive the recognition they deserve, for being at the forefront of innovation."

The 2009 MITX Technology Winners:

Winner	Category
Affinnova, Inc.	Marketing/Customer Relationship Technology
Crimson Hexagon	PricewaterhouseCoopers Promise Award
Ember Corporation	Best Of: Sector Impact
EveryZing, Inc.	Rich Media
LogMeIn, Inc.	Best Of Customer Impact & Support
LogMeIn, Inc.	Mobile
Netezza	Best Of: Sector Impact
Oco, Inc.	Analytics & Business Intelligence
Pixily	Cloud Computing
ScanScout, Inc.	Online Advertising
SCVNGR	PricewaterhouseCoopers Promise Award

Swaptree	Social Media
Swaptree	Best Of: Overall Solution
Turbine, Inc.	Gaming
VidSys	Enterprise Technology
Virtual Computer, Inc.	PricewaterhouseCoopers Promise Award
Vitality	Devices
Vitality	Best Of: Usability
WordStream, Inc.	PricewaterhouseCoopers Promise Award

The MITX Technology Awards program is sponsored through the generous support of: Atom Group, DLA Piper, LEWIS PR, Mad*Pow, Microsoft New England Research & Development Center, PricewaterhouseCoopers and Technology Review. Creative partners also included: Cramer, LVI Print Optimization and massAV.

Details about the MITX Technology Awards, including information about our honoree, Helen Greiner — and a complete list of finalists are available at www.mitxawards.org/technology.

About MITX

Established in 1996, MITX—the Massachusetts Innovation & Technology Exchange (MITX) is the region’s premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With over 60 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. Visit us at www.mitx.org

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