

FOR IMMEDIATE RELEASE

CompTIA Announces Finalists for SoftwareCEO Awards

First-time awards will recognize software industry innovation

Oakbrook Terrace, Ill., June 13 , 2007—The Computing Technology Industry Association (CompTIA), the leading trade association for the world's information technology (IT) industry, announced today finalists for the inaugural CompTIA SoftwareCEO Software Innovation Awards.

The SoftwareCEO Software Innovation Awards will recognize innovative software products and new business models in eight different categories. Award winners will be announced at Breakaway, CompTIA's annual member conference July 31 through August 2 at the Mirage Resort and Casino in Las Vegas, Nev.

Finalists by category are:

- **Company Achievement in Innovation** – GenAudio's AstoundSound and CallMiner's Callminer Eureka!.
- **Most Innovative Enterprise Software** -- Bit9Parity, CITTIO WatchTower, SmartOrg Decision Advisor, Integrated Mobile iWin Dashboard, and KNOA Experience and Performance Manager (EPM).
- **Most Innovative General Business Software** – ActiveMedia/EMS, a software product of ClearStory Systems, Inc., Eracent, Inc.'s EnterpriseEM Software Entitlements Solutions, and Jive Software's Clearspace.
- **Most Innovative Service/Business Model** – CI Radar Competitive Intelligence (CI) Service, Jamcracker Service Delivery Network Instant Store Program, Market2Lead, Chanimal's Micro Consulting, and OpSource On-Demand.
- **Most Innovative Small and Medium-Sized Infrastructure Software** – Entellium Rave, SurePayroll, Theoris Vision Software, Autoweb's Workwise^{CX}.
- **Most Innovative Software for the Software Industry** – Macrovision FLEXnet Publisher 11.3 and Activate.
- **Most Innovative Software Idea** – rPath
- **Most Innovative Vertical Industry Software**—Catalis Accelerator GHR, NGRAIN 3D PDA Viewer, and TNR Solution.

Award finalists were determined by evaluations of six judges: Winton Churchill, Churchill Sales Cycle Solutions, Inc.; Gordon Graham, editor, Software CEO; Robert Dubicki, Agili-T Group; Bruce Hadley, founder, SoftwareCEO; Mark Paul, Synergy Consulting Group, Inc.; and David Sommer, vice president, e-business and software solutions, CompTIA. Criteria for the awards include:

- **Scope** – What business problem or opportunity does the software innovation address? What is the size of the problem/opportunity?
- **Impact** – What practical results, such as sales, users or profits, has the innovation had on a software product or on the software industry? The innovation must be new and have both a current and future impact.
- **Novel** – How does the innovation break with traditional ideas or processes?

SoftwareCEO is a resource-packed electronic newsletter and web portal built by software executives for software executives. It's the software industry's "Page One" for information and advice on software marketing, software sales, software business, software pricing and financing, and software services. For more information, visit <http://www.softwareceo.com>.

About CompTIA

In 2007, CompTIA is celebrating its 25th anniversary. Just as the information technology (IT) industry it serves has grown, CompTIA has also enjoyed remarkable growth over the past 25 years. The organization was founded by representatives of five micro-computer dealerships working together to find better ways to do business. Today, CompTIA has more than 22,000 member companies in over 100 countries around the world; and serves as the voice of the world's \$1 trillion-plus IT industry. CompTIA is committed to advancing the long-term success and growth of the IT industry by helping organizations maximize the benefits they receive from their investments in technology; and by helping individuals to obtain the skills and credentials they need for productive careers in IT. For more information, please visit: www.comptia.org.

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