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Contact: Sara Garner, 425.213.1204
sgarner@bellevuechamber.org

Entrepreneurial Companies honored at Eastside Business Awards *Winners announced in five categories at Bellevue Chamber event*

Outstanding businesses on the Eastside that uphold a strong commitment to quality, community and innovation were recognized at the 19th Annual Bellevue Chamber of Commerce Eastside Business Awards luncheon on May 15.

“From Woodinville to Bothell, Redmond to Bellevue, this year’s winners and finalists are truly remarkable. They demonstrate the broad based, entrepreneurial spirit of the Eastside,” said Betty Nokes, President and CEO, Bellevue Chamber of Commerce.

Fifteen finalists were chosen and five winners were honored with awards as follows:

- ◆ **Eastside Business of the Year – Concur, Redmond, WA**
Finalists: Greenpoint Technologies (Kirkland) and ShareBuilder (Bellevue)
Recognized for their superior performance, history of revenue growth exceeding \$10 million, strength in leadership and leadership team, ability to seize new market opportunities, and their development of unique partnerships with the community.
- ◆ **Eastside Small Business – HipCricket, Kirkland, WA**
Finalists: Elite Fitness Training (Bellevue) and SaltWorks (Woodinville)
Recognized for their superior performance, history of revenue growth, a growing staffing plan, and ability to seize new market opportunities, new approaches and new technologies.
- ◆ **Eastside Emerging Business – Avidex, Bellevue, WA**
Finalists: CFO Selections (Bellevue) and Sandlot Games Corporation (Bothell)
Recognized for their presence in the business community and their demonstration of consistent and significant growth within the last five years.
- ◆ **Non-Profit/Community Impact – Kindering Center, Bellevue, WA**
Finalists: Kids Without Borders (Sammamish) and Habitat for Humanity of East King County (Redmond)
Recognized for their commitment to making the Eastside a better place to live through the development and operation of programs that benefit the community and individuals.
- ◆ **Spirit of the Eastside – Ruby Slipper Guide to the Eastside, Bellevue, WA**
Finalists: Eastside Business, LLC (Bellevue) and Organized Spaces (Kirkland)
Recognized for their commitment to community involvement and reflective of the dynamics and positive spirit of the Eastside.

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Any business located on the Eastside was eligible to compete for an award. Companies submitted applications based on category guidelines that were judged by an independent panel of regional business leaders.

The Eastside Business Awards Program was supported by presenting sponsor First Mutual Bank; corporate sponsors DeVry University's Keller Graduate School of Management, Kibble & Prentice, and Perkins Coie; associate sponsors FiberCloud and LeMaster Daniels; media sponsor Puget Sound Business Journal; and in-kind sponsor Inventive Productions.

With over 1,000 members, the Bellevue Chamber of Commerce serves as the Voice of Business. Its membership ranges from sole proprietors to large corporations. The Chamber's mission is to foster a healthy business environment by providing strategic leadership, advocacy, tools, and resources for business success.

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2008 Eastside Business Awards Finalists

Eastside Business of the Year

Concur

The problem: stacks of receipts, plane tickets and mileage logs. The solution: automated business travel and expense reporting offered by Redmond-based Concur that takes the challenge out of time consuming, manual, and frustrating expense reports and countless employee hours spent processing requests. Since its inception in 1993, Concur has been an industry leader with its innovation, technologies and new opportunities. The company is shattering the notion of the traditional expense report with Concur Travel & Expense – the world's only on-demand, end-to-end travel and expense solution.

Greenpoint Technologies

Greenpoint Technologies provides custom VIP interiors for Boeing aircraft. Founded in 1988, Greenpoint has completed aircraft interiors for some of the world's most discerning clients including private individuals, corporate leaders and heads-of-state. During the 20 years the company has been in business, Greenpoint has been re-aligned with new market opportunities, moving away from government projects toward the VIP market. In the past three years, company revenue has nearly doubled, and the organization is poised to exceed \$100 million in revenue in the next five years.

ShareBuilder Corporation

ShareBuilder, launched in 1999 in Bellevue, provides easy to use, low cost investing solutions for the average American. The company, recently acquired by ING Direct, USA, utilizes an online investing platform to make long-term investing easy, accessible and affordable. ShareBuilder investors can purchase more than 4,000 stocks and funds of their choice. In addition, the company created and launched a low cost 401 (k) plan designed exclusively for small business owners so they can easily and affordably offer their employees a retirement plan.

Eastside Small Business

Elite Fitness Training

Bellevue-based Elite Fitness Training has an innovative solution to help people lose weight, tone up, and get healthier, all while having fun. The company differentiates itself from others in the fitness industry by increasing the likelihood of success through a team training approach, keeping track of progress and personal accountability. Clients work with several trainers, offering a variety of perspectives and workouts, and keeping studio time fresh and challenging. Since 2006, Elite Fitness has tripled its business, generating well over one million dollars in revenue.

HipCricket, Inc.

In 2004, HipCricket's founder, Ivan Braiker, realized that the challenges facing traditional media required a new, forward-thinking solution. He knew that the mobile phone, used by millions of Americans every day, was the key to unlocking traditional media's full potential. The company's unique mobile marketing technology creates one-to-one relationships between participants and advertisers. As an industry pioneer, HipCricket, named after a U.K. slang term for cell phones, has implemented more than 17,000 successful, turnkey campaigns with radio and TV stations and brands.

SaltWorks, Inc.

Five years ago, SaltWorks was a garage-based business without any employees. Now located in Woodinville, it has grown into a full-fledged, multi-million dollar company with a database of over 30,000 customers worldwide. SaltWorks has found a niche – offering quality, reliable gourmet sea salt and

therapeutic bath salt in wholesale and bulk quantities. In 2005, Entrepreneur magazine recognized SaltWorks as a unique entrepreneurial business. In 2007 the company arrived on the national scene when its best selection of sea salts was included on Oprah's Holiday 'O' List.

Eastside Emerging Business

Avidex

Avidex is an audiovisual firm that provides design, integration, project management, equipment procurement and support services for commercial and residential A/V projects of any size. It was late in 2003 when Avidex came to life with a vision of being a single source capable of meeting any customer's need for A/V products and support services. Since its inception, Avidex has successfully completed over 1200 projects in 12 countries and 27 states and has established offices from Southern California to their headquarters in Bellevue.

CFO Selections

Successfully growing and managing a small to medium sized company today requires the same professional financial expertise as larger companies. In 2002, CFO Selections seized the market opportunity and now provides a new service to small businesses by delivering a flexible, seasoned finance executive that won't break the bank. They continue to help bridge the gap by providing outsourced, experienced finance and accounting professionals on a part-time, interim full-time, and project basis, or permanently through executive search services.

Sandlot Games Corporation

Headquartered in Bothell, Sandlot Games Corporation is one of the pioneers of the casual games industry. The company is dedicated to delivering fun, entertaining, family-friendly games that people all over the world can easily pick up and play. Sandlot Games offers a wide variety of game genres including arcade, adventure, puzzle, racing, strategy, and word-style games available online, or on handheld, video game console, and mobile phone platforms. Give Cake Mania a try, or check out Super Granny, Monster Mash, Pirate Island or Super Slyder.

Non-Profit/Community Impact

Habitat for Humanity of East King County

Celebrating 20 years of helping families build better lives, Habitat for Humanity of East King County is laying the foundation for a stronger community. With three core programs: building affordable housing; volunteer homebuilders; and homeowner education, Habitat volunteers construct homes for low-income families, providing affordable and efficient housing that is critical to creating a more stable, healthier neighborhood.

Kids Without Borders

Kids Without Borders began in 2001 when Son Michael Pham accepted an 18-pallet charitable clothing donation at his home office. With a desire to teach kids the value of giving back, he organized local residents and students to sort the donation. As the volunteers worked together, cultural and economic borders were torn down. The organization has since donated over 10,000 pounds of household items to support local groups. Internationally, Kids Without Borders manages and funds several important programs, helping break the cycle of poverty.

Kinding Center

Founded in 1962 by five mothers of young children with disabilities, Kinding Center works to meet the needs of families in our community by providing highly individualized, family-centered, interdisciplinary early intervention programs for children ages birth to three years with developmental risks, delays, or disabilities. In 2007, the organization provided services to 2,874 children and their families, and

Kindering's staff now includes several bilingual professionals attuned to the ethnic, cultural and socio-economic diversity of the communities they serve.

Spirit of the Eastside

Eastside Business

Eastside Business, a regional newspaper launched in 2005, works to promote Eastside businesses and business groups of all types and sizes through a print newsletter, online news site, and e-newsletter. The company employs a business strategy that includes a commitment to community leadership and recognition of the social responsibility it has to diversity and the environment, as well as a history of identifying and responding to emerging challenges on the Eastside.

Organized Spaces

Organized Spaces helps people combat clutter, working with homeowners and businesses to better utilize space and customize their storage areas with innovative and creative solutions. They do it all with a focus on great customer service while being conscious of community needs. Keeping open lines of communication with team members has helped the company increase sales from \$100,000 in 2002 to over \$1 million in 2007, growing from a business run out of a storage space to a showroom and warehouse location in Kirkland.

Ruby Slipper Guide to the Eastside

The Ruby Slipper Guide to the Eastside was created in 2005 by two stay-at-home moms looking for ways to entertain their kids close to home. A labor of love quickly grew into a small business, accepting advertising, sharing news, and communicating with thousands of parents. In the year since Ruby Slipper Guide officially went online, the number of unique visitors to the site has grown to about 2,500 each month, and the newsletter subscription has grown to 700 parents across the Eastside.