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EIGHT FINLISTS NAMED IN GROW UTAH VENTURES' DIGITAL MEDIA "CONCEPT TO COMPANY" CONTEST

-Finalists will present their business concepts to panel of experts on Friday, March 5th, 2010 and winners will be revealed March 10th at the Pushbutton Digital Media Summit

SALT LAKE CITY, March 4, 2010 – Grow Utah Ventures (growutahventures.com), Zions Bank, USTAR, Workman Nydegger, Ballard Spahr and CFO Solutions today announced eight finalists in its Digital Media "Concept to Company" Contest (www.concepttocompany.org). The eight finalists will compete for a share of \$65,000 in cash and consulting services at the final judging event on March 5, 2010. The prizes will be awarded at the Pushbutton Summit 2010 on March 10, 2010.

Grow Utah Ventures' "Concept to Company" Contest, are designed to encourage and promote entrepreneurship throughout Utah. Each competition focuses on a different industry and matches the unique entrepreneurial strengths of that particular region. The digital media "Concept to Company" Contest specifically targets the areas of computer animation, gaming, graphics, media technology, and mobile phone applications. The finalists include:

- **Flying Sensors:** A new three-axis stabilized camera mount for recording HD video from remote controlled helicopters, airships and other aerial equipment.
- **Garafa, LLC:** An improved recreational GPS application for GPS-enabled mobile devices which allows distribution across multiple mobile platforms.
- **Magnify LTD Partners:** A system that produces Geo-locational ads that are delivered via mobile devices based upon users proximity, preferences, products, and deals.
- **Bazari:** Bazari has produced a text messaging mobile phone application that provides eCommerce to places without internet. This allows people in developing countries to shop, purchase, and arrange delivery of products via texting on mobile phones.
- **Aaron Carson:** A device that remotely controls camera focus on professional video cameras in the film industry. It removes the guesswork of manually focusing and the need for measuring, marking and testing the shoot.
- **Pixelture, Inc.:** A wireless solution that allows multiple notebooks and smartphones to connect to and share one or more fixed displays through a wireless connection.
- **Holorad:** A patented process of creating interactive 3-D holographic imagery which doesn't require special glasses for viewing.
- **Ripplewake:** A method of splitting a single audio source containing multiple sources into new corresponding single tracks. This will improve audio output in live broadcasts, performances, cell phone communication and more.

"We're pleased with the response to the digital media 'Concept to Company' contest and are confident that these eight finalists can add to and contribute to what is already a growing and booming industry here in Utah," [said T. Craig Bott, President and CEO of Grow Utah Ventures](#). "Recent research shows

that over 60 digital media companies and film studios call Utah home, earning more than \$200 million in annual sales and employing over 1,500 people. We look forward to working with the contest winners and helping them become successful businesses.”

Grow Utah Ventures received more than 100 entries for this first digital media “Concept to Company” Contest. On Friday, March 5th, 2010 the eight finalists will present their concepts to a panel of industry experts for a chance at a piece of \$65,000. The grand prize winner will receive a prize package of \$35,000 in cash and consulting services. Two runners up will each receive \$15,000 in cash and consulting services. Although the three winners will be chosen on March 5th, the Grand Prize winner will not be revealed until March 10th at the [Pushbutton Digital Media Summit 2010](#).

The Pushbutton Summit 2010 is a two day event designed to bring together world-class industry and technology leaders, entrepreneurs, students and community executives to discuss the latest in what’s pushing the creation and use of digital media in Utah.

For more information on the Digital Media “Concept to Company” contest visit www.concepttocompany.org. For more information about the Pushbutton Summit 2010, or to purchase tickets to the event, visit www.pushbuttonsummit.com.

Additional Resources:

Twitter: [GrowUtahVenture](#)

Facebook: [Grow Utah Ventures](#)

About Grow Utah Ventures

Grow Utah Ventures, is a privately funded not-for-profit organization dedicated to stimulate, unlock and develop the entrepreneurial talent and early stage business opportunities for value creation across Utah. Comprised of a team of successful and experienced entrepreneurs, business leaders and private investors, Grow Utah Ventures accomplishes its mission by identifying, selecting and recognizing accomplished and promising Utah entrepreneurs, building a statewide community of outstanding entrepreneurs and those interested in promoting entrepreneurial development, partnering with organizations, companies and investors seeking to support Utah’s best entrepreneurs, rallying community leadership and financial resources to support entrepreneurial development. For more information about Grow Utah Ventures, visit www.growutahventures.com.

About Zions Bank

Zions Bank is Utah’s oldest financial institution, and is the only local bank with statewide distribution of branches, operating 114 full-service branches throughout Utah. Zions Bank also operates 24 full-service branches in Idaho, and nearly 200 ATMs throughout Utah and Idaho. In addition to a wide range of traditional banking services, Zions offers a comprehensive array of investment and mortgage services, and has a network of loan origination offices for small businesses nationwide. The company is also a leader in providing electronic banking services, including electronic municipal bond trading. Founded in 1873, Zions has been serving the communities of Utah for more than 135 years. Additional information is available at www.zionsbank.com.

About USTAR

The Utah Science Technology and Research initiative (USTAR) is a long-term, state-funded investment to strengthen Utah's "knowledge economy" and generate high-paying jobs. Funded in March 2006 by the State Legislature, USTAR is based on three program areas. The first area involves funding for strategic

investments at the University of Utah and Utah State University to recruit world-class researchers. The second area is to build state-of-the-art interdisciplinary facilities at these institutions for the innovation teams. The third program area involves teams that work with companies and entrepreneurs across the State to promote science, innovation, and commercialization activities. For more information, go to www.innovationutah.com or follow <http://twitter.com/Innovationutah>.

About Workman Nydegger

Based in Salt Lake City, W|N has earned recognition as one of the top patent prosecution and intellectual property litigation firms in the nation. The firm represents a wide array of clients in all areas of intellectual property law, including patent, trademark, copyright, unfair competition, and related litigation and licensing matters.

About Ballard Spahr

Ballard Spahr Andrews & Ingersoll, LLP traces its origins to 1885 and became known as “Ballard and Spahr” in the early 1900s when Ellis Ames Ballard and Boyd Lee Spahr began practicing law together. The firm has grown to be one of the largest law firms in the country, with over 550 attorneys and 12 offices located throughout the United States. As a large, multi-practice, multi-regional law firm, Ballard Spahr is able to combine a national scope of practice with strong local market knowledge to represent companies, individuals, and other entities in virtually every state and country around the world.

About CFO Solutions

CFO Solutions LC is Utah’s largest and oldest outsourced financial and accounting services provider. The CFO Solutions team has collectively amassed over 250 years of combined experience managing the finance and accounting functions for small to medium size companies that don’t need or cannot afford full time staff in those functions. Our experiences cover dozens of industries including: Software, Healthcare, Manufacturing, Biotechnology, Retail, Distribution, High Tech, Real Estate and more. Since its founding in 1996, CFO Solution’s clients have raised over \$470 Million in equity, debt and lease financing with our support.

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