

FOR IMMEDIATE RELEASE

VehiCall CLAIMS \$35,000 GRAND PRIZE IN GROW UTAH VENTURES' GENERAL TECHNOLOGY "CONCEPT TO COMPANY" CONTEST

- Runner-up prizes go to 3T Technologies and Doug Catton -

ST. George, UT, April 12, 2010 – Grow Utah Ventures (www.growutahventures.com) has announced VehiCall as the grand-prize winner in its 2010 General Technology **"Concept to Company" Innovation Contest** (www.concepttocompany.org). VehiCALL is an aftermarket auto upgrade that allows consumers to lock or unlock their vehicle from any phone. As the winner, VehiCall received \$35,000 in cash and consulting services to help bring its idea come to fruition.

3T Technology's new SmackDab Laser Layout System and Doug Catton's new rollator/walker design were the runner-up winners. The SmackDab Laser Layout is a unique tripod and laser system that can draw specific points from a blueprint onto the ground and eliminate the need for measuring. Doug Catton's rollator/walker design incorporates built-in seating technology that allows the elderly or other persons to sit in their walker without having to turn around which often leads to falling. Each of these runner-up winners received \$17,000 comprised of cash and services.

"These winning concepts illustrate the innovative technologies being developed in the Southern Utah region," [said T. Craig Bott, president and CEO of Grow Utah Ventures](#). "In addition to providing money and support to contest winners, one of the key components of the 'Concept to Company' contests is creating more visibility and recognition for the innovations being developed in various regions throughout Utah and this contest has certainly met that objective. I'm confident that today's winners will build viable businesses that will create new jobs in the region and help strengthen the local economy."

The general technology contest garnered over 70 entries and was sponsored by Grow Utah Ventures, Zions Bank, USTAR, Workman Nydegger, Ballard Spahr, SEED Dixie, and CFO Solutions. It marked the second contest held in Southern Utah and the seventh "Concept to Company" contest overall.

"After the success of last year's contest, we are excited to work with this year's winners," said [Jill Ellis, director of USTAR Southern Region and director of SEED Dixie](#). "We felt fortunate to be able to work with last year's winners as well as five other finalists from last year's contest and are confident that this year's winners and finalists will provide a tremendous boon to Southern Utah's economy."

The "Concept to Company" competitions are ongoing innovation contests held in various regions across the state of Utah. The main objectives of the contests are to encourage and support Utah's entrepreneurial innovators with the intent of helping them turn their concepts into a company. Each competition focuses on the unique entrepreneurial strengths of that particular region. To date, the Concept to Company contests have distributed more than \$300,000 in prize money/services and helped over 25 companies bring their business idea to fruition.

For more information on the "Concept to Company" contests visit www.ConceptToCompany.org.

Additional Resources:

Twitter: <http://twitter.com/growutahventure>.

Facebook Fans Page: [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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