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**GROW UTAH VENTURES NAMES EIGHT FINALISTS IN SOUTHERN UTAH
“CONCEPT TO COMPANY CONTEST”**

-Winners will be announced January 14, 2009 at the Washington County Economic Summit in St. George, Utah -

SALT LAKE CITY, Jan. 5, 2009 – After two months and over 70 applications, Grow Utah Ventures today announced the eight finalists who will compete for first prize and \$40,000 in cash and services in the Southern Utah “Concept to Company Contest.”

Finalists include:

- **CABOsoft LLC - SMS Notifications:** Provides a text messaging application to be used by restaurants and doctors offices etc to communicate with patrons.
- **Proseedure Media - Flixify.com:** A digital camera/video training & support website targeted to women.
- **HotZing.com:** A web platform designed for connecting local communities and businesses. The goal is to make it much easier to search for things at a local level
- **SC Corporation - Solar Powered Portable Trough Heater:** A solar powered trough heater to prevent freezing of livestock drinking water.
- **Efficient Fueling Systems - CoolCab Cooling System:** An innovative way to cool freight cabs without idling and using gas.
- **EasyLoadPro.com:** An online auction site for shippers, carriers, and transporters. Shippers can upload their specs and carriers bid against each other.
- **Moki Systems - MetriDyne.com:** Unique field sensors that feed to web based databases for real-time analysis.
- **Perfect 10 Media - p10 Media System:** Advertising system using video and LCD's on exterior of buses/cabs.

“The response we’ve had to these competitions has been tremendous and an incredible validation to our belief that Utah is one of the strongest entrepreneurial states in the nation,” said T. Craig Bott, president & CEO of Grow Utah Ventures. “We’re confident that with the proper resources, support and mentoring that any one of these finalists is capable of creating a business that will strengthen the local economy while creating new jobs in the region.”

The first prize winner will receive \$20,000 in cash and services. Services will be provided by co-sponsor USTAR while the cash prize will be provided by Zion’s Bank. Second and third place finishers will receive \$10,000 in cash and services. The awards for first place and the runner ups will be given out on January 14, 2008 at the Washington County Economic Summit in St. George, Utah.

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“We’re pleased but not surprised by the number of applications we received,” said Dr. William Pratt, Southern Regional USTAR director. “With the economy in the state it’s in, we’re finding entrepreneurs are more willing than ever to pursue their dreams of building a business of their own. The hard part for us is narrowing the field down to a smaller group of finalists and selecting just three winners.”

Grow Utah Ventures originated the “Concept to Company” competitions as a way to encourage and support entrepreneurs with great ideas but limited support and resources. In conjunction with USTAR and Zions Bank, Grow Utah Ventures will hold other “Concept to Company” competitions in various regions throughout the state of Utah. The next competition is scheduled for Salt Lake City with a targeted kick off date of February 2009. Each “Concept to Company” competition will focus on a specific area that highlights the entrepreneurial strengths of that specific region. The Salt Lake competition will focus on bio-medical devices and services.

For more information about the “Concept to Company” competitions, including current competitions, past winners and upcoming events, please visit www.LaunchUtah.com.

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.

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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.

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