

FOR IMMEDIATE RELEASE

EFFICIENT FUELING SYSTEMS, EASYLOADPRO.COM AND PROSEEDURE MEDIA WIN SOUTHERN UTAH "CONCEPT TO COMPANY CONTEST"

-Winners will receive cash and services to launch a business in the southern Utah area-

St. George, Utah, January 14, 2009 –Grow Utah Ventures, in conjunction with Zion's Bank, USTAR and SEED Dixie announced today that Efficient Fueling Systems has won the \$20,000 grand prize in its Southern Utah Concept to Company Contest.

EasyLoadPro.com and Proseedure Media are the runners up and will receive a prize package of \$10,000 in cash and consulting services.

"We started the Concept to Company contests as a way to promote, encourage and support entrepreneurship in Utah," said Alan Hall, Founder and Chairman of Grow Utah Ventures. "The response we've had to our first two contests as well as the quality of the ideas presented is tremendous validation to our belief that given a financial start and qualified mentoring local entrepreneurs will create solid companies and be a great boon to the local economy."

The Southern Utah "Concept to Company Contest" received more than 70 applications. Grand prize winner Efficient Fueling Systems' CoolCab Cooling System allows heavy freight haulers to cool their truck cabs without an idling engine. EasyLoadPro.com is an online auction site that allows shippers, carriers, and transporters to upload project specifications to its web site where carriers bid against each other. Proseedure Media is a digital camera and video training and support website targeted to women scrapbookers who want to better manage and present their family's video memories.

The grand prize winner receives \$20,000 in cash and services while the two runners up receive \$10,000 each. Consulting services are provided by co-sponsor USTAR while the cash prize is provided by Zion's Bank.

"The combination of prize money and consulting services certainly sets Concept to Company contests apart from other similar contests in the state," said Dr. William Pratt, Southern Regional USTAR director. "There is no regional competition like this that awards early stage innovators with money, advice and mentoring from people who have experienced the highs and lows of starting their own business and can help get these businesses off the ground."

In addition to the Southern Utah Concept to Company contest, Grow Utah Ventures will hold other competitions during 2009 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 particular region. The Salt Lake competition will focus on medical devices and technology.

"We're excited to work with and track the progress of all three of these companies," said T. Craig Bott, president & CEO of Grow Utah Ventures. "While we're confident that these companies will go on to great success and will become valuable members of their communities we're equally excited about their role in encouraging and sharing their experiences and learned expertise with the next generation of Concept to Company contest winners and entrepreneurs."

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

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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.

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