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ENTREPRENEURS TO COMPETE FOR GRAND PRIZE IN OUTDOOR RECREATION “CONCEPT TO COMPANY” CONTEST

-Judging panel selects nine innovators as finalists; winners will be named October 30, 2009

SALT LAKE CITY, October 26, 2009 – Grow Utah Ventures (growutahventures.com/), Zions Bank, USTAR, Workman Nydegger, Ballard Spahr and CFO Solutions today announced the nine finalists in the Outdoor Recreation “Concept to Company” Contest (<http://concepttocompany.org/>).

They were selected from over 60 applicants and include:

- **NAP** – Its *Del Sol* solar powered UV-C water sterilization light kills all bacteria, viruses, and protozoa in water and eliminates the use of batteries as the power source.
- **Katos Enterprises** – Its unique snowshoe binding combines classic snowshoes with a cross country ski binding allowing the user to easily transition from skiing to snowshoeing.
- **U.S. Safety and Security** – Its *Camp Guard* portable security system alerts campers if an intruder or animal enters their campsite.
- **Samuel Hunter** – Hunter’s unique *Infinity Bike Pedals* feature a 360 degree entry point which takes the complexity out of the most technical entry and exit situations.
- **C.M.W. Products, LLC** – Its *Other Planet Skate Trucks* for longboards feature downhill geometry and massive deck-tips which provide the rider a unique snowboarding sensation on pavement.
- **Bluehouse Ski Company** – Its *3D Base Technology* improves ski performance by creating a three dimensional base shape, which ensures proper parts of the ski engage the snow at the right times.
- **Multifaceted Design, Inc.** – Its *MFD Roslyn* ski binding adaptor allows skiers to use existing alpine downhill ski bindings as alpine touring bindings.
- **Phil Alboroto** – Alboroto’s *Slick Coating* is a permanent, abrasion-resistant coating which increases snowboarding and skiing speeds and effectively replaces wax.
- **Steven Burt** – Burt’s *Floating Flare and Balloon Broadcaster* gives outdoors enthusiasts & rescuers a simple way to communicate with others in areas that allow limited communication.

Finalists will each have 30 minutes to pitch their concept to a panel of judges consisting of business and industry experts, including representatives from Amer Sports Winter & Outdoor, Backcountry.com, Black Diamond Equipment, Descente North America, Petzl America, and more. The applicants will be competing for over \$60,000 in cash and services to help start their business.

“We continue to be impressed by the quality and depth of ideas presented by these finalists,” [said T. Craig Bott, President and CEO of Grow Utah Ventures.](#) “Each finalist has brought a great concept to the table and we are confident, that like last year, every one of them is capable of becoming a viable business.”

Last year’s winner, Ogwa, was founded in 2006 on the belief that it’s easier to expel water from personal water reservoirs with pressure than it is to suck for the water. The company attributes much of its early success and acquired business savvy to the contest.

“The help we have received as a result of winning the “Concept to Company” contest has been phenomenal,” said Harlan Gardiner, CEO of Ogwa.

Contest winners will be announced at the conclusion of the judging event on October 30, 2009 at approximately 4 p.m. This will take place at the Weber State University’s Lindquist Alumni Center located at 3701 University Circle in Ogden, Utah.

This is the second outdoor recreation Concept to Company contest and the fifth contest of its kind in Utah since the first contest kicked off in July 2008. The "Concept to Company" competitions are ongoing innovation contests held in various regions across the state of Utah. They were created as a way to encourage entrepreneurship and stimulate business growth in the state. Each competition focuses on a different industry and matches the unique entrepreneurial strengths of that particular region

For more information on the “Concept to Company” contests, including the list of finalists, previous contest results and upcoming contests visit www.ConceptToCompany.org.

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, WJN 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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