

FOR IMMEDIATE RELEASE

\$35,000 “Concept to Company” Outdoor Recreation Contest Reaches Half-way Point

-Winners to receive valuable cash and services to get their ideas off the ground. Last year’s winners seeing great success.

SALT LAKE CITY, Sep. 30, 2009 – Grow Utah Ventures, Zions Bank, USTAR, Workman Nydegger, Ballard Spahr and CFO Solutions today announced the half-way point in the [second Outdoor Recreation “Concept to Company” Contest](#). Applicants have until October 18, 2009 to submit their ideas.

“We are very excited about our second Outdoor Recreation “Concept to Company” Contest,” said [T. Craig Bott, President and CEO of Grow Utah Ventures](#). “Last year’s contest winner had a tremendous idea and we have been able to help them sculpt that idea into a viable business.”

Ogwa, a Salt Lake City based company founded in 2006, was the winner of last year’s Outdoor Recreation “Concept to Company” Contest. Ogwa was founded 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’s original tagline was “never suck again.”

“My first impressions of Ogwa were that they had a great technology meeting a real consumer need but without a good sense of how to get it into the marketplace,” said [Curt Roberts, Director of the Northern Utah Technology Outreach Center at USTAR](#). “Enter the ‘Concept to Company’ contest. Since that first contact they have come a long way, both in improving the product as well as understanding the market segments and knowing how to penetrate them.”

Ogwa attributes its early success to the consulting services and cash provided via the “Concept to Company” contest. It says the time spent in consulting meetings has been priceless.

“We spend, on average, about five hours a week with USTAR and Grow Utah Ventures,” said Harlan Gardiner, CEO of Ogwa. “They’ve provided so much valuable advice and critical mentoring that we could not have received without them. They’ve been the key to us in achieving early success and building a solid foundation for our business and instant credibility in the business community and the marketplace. We are working proof of the value of The Concept to Company Contests.”

The “Concept to Company” competitions are ongoing innovation contests held in various regions across the state of Utah and 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. They are the first competitions of their kind in the state and perhaps the nation.

“The ‘Concept to Company’ contests are the most unique state wide programs that I’ve ever seen,” continued Gardiner. “The contests allow early stage concepts like Ogwa to have a much broader base than what we’d be able to build on our own. Additionally the entities involved,

specifically USTAR and Grow Utah Ventures, help bridge companies and connect them to key influencers from a networking standpoint that builds an instant credibility that wouldn't be available otherwise.”

For more information on the “Concept to Company” 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, 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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