

FOR IMMEDIATE RELEASE

Winners of Outdoor Recreation “Concept to Company” Contest Awarded Cash and Services to Launch New Ideas

-Sam Hunter's innovative Infinity Pedals wins grand prize.-

SALT LAKE CITY, November 3, 2009 – Grow Utah Ventures (www.growutahventures.com), Zions Bank, USTAR, Workman Nydegger, Ballard Spahr and CFO Solutions today announced Samuel Hunter's *Infinity Pedals* as the grand prize winner of the Outdoor Recreation “**Concept to Company**” Contest. (www.concepttocompany.org)

Hunter's *Infinity Pedals* are unique bike pedals and shoe cleats designed with simplicity, weight and ease-of-use in mind. They feature a 360 degree entry point, which takes the complexity out of the most technical entry and exit situations.

“I continue to be impressed with the quality of ideas produced by entrepreneurs for these contests. [said T. Craig Bott, President and CEO of Grow Utah Ventures](#). “Based on our previous outdoor recreation contest and the strength of this year's winner, I'm confident that *Infinity Pedals* will be able to make immediate strides and turn their idea into legitimate business which will add a few more jobs to the local economy.”

Runner-up winners were C.M.W. Products LLC and Multifacetid Design, Inc.:

- **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.
- **Multifacetid Design, Inc.** – Its *MFD Roslyn* ski binding adaptor allows skiers to use existing alpine downhill ski bindings as alpine touring bindings for backcountry use.

Because of the burgeoning outdoor recreation industry in the area, the contest was held in Ogden, Utah at the Weber State University Lindquist Alumni Center.

“Participating in this contest has been a great experience,” said Samuel Hunter, inventor of *Infinity Pedals*. “I am excited to have the opportunity to turn this idea into an actual business. Preparing for today's presentation enabled me to see where my idea is and the cash and consulting services won in this contest will help me get where I want to be.”

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.

The next Concept to Company contests will be announced in early 2010 and will focus on digital media and general technology.

For more information on the “Concept to Company” contests, including future 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.

###

PR Contacts:

Jeremy Kartchner
Snapp Conner PR
(801) 994-9625
Jeremy@snappconner.com

Justin Bott
Grow Utah Ventures
(801) 593-2265
press@growutahventures.com