

Finalists Announced for the Branham Awards

Friday, August 31, 2001

Branham Group Inc. is pleased to announce the twenty-four (24) finalists for The Branham Awards for the Canadian Information Technology Industry. The following panel of five judges selected the twenty-four finalists:

Christopher M. Henley (Chair, Judging Panel) - President, Henley Capital Corporation
Mike Laginski - President and CEO, LumaPath Inc.
Dean MacDonald - Vice President, Government Relations, Rogers Communications
Colleen Salo - General Partner, Newbury Ventures
Guthrie Stewart - Former Executive VP, Global Development, Teleglobe Group

The Finalists for each of the eight award categories are :

Alliance of the Year

AXIA Netmedia - Calgary, AB
Blast Radius Inc. - Vancouver, BC
OpenText Corporation - Waterloo, ON

E-Business Enablement of the Year

Burntsand Inc. - Vancouver, BC
GDS & Associates Systems Ltd. - Regina, SK
Tenrox - Laval, PQ

Top Service Launch of the Year

Surefire Commerce Inc. - Montreal, PQ
T4G Limited - Toronto, ON
Teranet Inc. - Toronto, ON

Top Product Launch of the Year

Castek Software Factory - Toronto, ON
SiGe Semiconductor Inc. - Ottawa, ON
Tenrox - Laval, PQ

Up and Comer of the Year- Service

Navantis Inc. - Toronto, ON
SiteBrand Corporation - Ottawa, ON
Workopolis Inc. - Toronto, ON

Up and Comer of the Year - Product

E2ms Inc. - Toronto, ON
Norada Corporation - Calgary, AB
Ramius Corporation - Ottawa, ON

Turnaround Company of the Year

Pictorius Incorporated - Halifax, NS
Surefire Commerce Inc. - Montreal, PQ
ZIM Technologies International Inc. - Ottawa, ON

Company of the Year

Cognos Inc. - Ottawa, ON
Platform Computing Inc. - Toronto, ON
Research in Motion Limited - Waterloo, ON

"We are very pleased with the response from technology companies across Canada and the efforts of the Judging Panel in reviewing a plethora of great applications, said Wayne Gudbranson, President & CEO of Branham Group Inc. The Branham Awards process has really demonstrated the depth and breadth of the Canadian Information Technology industry."

The winners will be announced at the Branham Awards Gala at the National Gallery of Canada on September 26, 2001 in Ottawa.

Tickets to the Gala are still available for \$150 per person and can be purchased online at www.ocri.ca, or by contacting Christina Lafontaine, Marketing & Communications Specialist at 613-745-2282 ext. 16 or clafontaine@branhamgroup.com.

About Branham Group Inc.

(www.branhamgroup.com)

Since its inception in 1990, Branham Group Inc. has been providing "Go-to-Market" consulting services to information technology companies in Canada and worldwide. Branham Group assists companies in achieving market success through its planning, marketing and partnering services. As a Canadian-based company, Branham has been keenly interested in raising the visibility of and recognizing excellence in the Canadian Information Technology industry. Since March 1993, Branham Group has published a listing of Canada's top information technology companies - The Branham 300. Widely considered to be the most comprehensive listing of publicly traded and privately held IT companies in Canada, it is published annually in the March issue of National Post Business Magazine.

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BACKGROUND SHEET

The award categories are:

- **Alliance of the Year** - This award is presented to a company who has secured and/or maximized an alliance, ranging anywhere from a strategic marketing agreement to an acquisition, that will contribute significantly to achieving its corporate goals and objectives.
- **Company of the Year** – This award is given to an established company who is clearly achieving its corporate goals and objectives. This company has a portfolio of proven products and services and is considered to be a global market leader. It has demonstrated strong, consistent, if not accelerated, corporate growth. This company regularly re-invests in its products and services as well its people to enhance its market leadership.
- **e-Business Enablement of the Year** - This award is presented to a company that has utilized some or all of its products and/or services for its own internal e-business/IT use. In essence, the company practices what it preaches.
- **Top Product Launch of the Year** – This award is presented to a company who has launched a new or significantly enhanced existing product that has captured the imagination of the market and delivered clear added value. This product launch has enabled the company to enhance its market share and leadership as well as increasing revenues.
- **Top Service Launch of the Year** - This award is presented to a company who has launched a new or significantly enhanced service that is addressing a real market challenge and delivering clear value to customers. This service launch has enabled the company to enhance its market share and leadership as well as increasing revenues.
- **Turnaround Company of the Year** - This award is presented to an existing company who has experienced a sharp change in direction due to a shift in strategic vision that resulted in phenomenal growth or entry into a new market. This company is led by a strong management team who recognizes that accelerated growth requires decisive action.
- **Up & Comer of the Year (Product)** - This award honors an emerging technology product company that has been established for less than three years and has fewer than 50 employees. This company has introduced an innovative product that has great market potential and which has positioned this company for future success.
- **Up & Comer of the Year (Service)** - This award honors an emerging technology service company that has been established for less than 3 years and has fewer than 100 employees. This company has introduced an innovative service with great market potential and which has positioned this company for future success.