



UPDATE

Partnering with Today's Entrepreneurs to Create Successful Technology Companies of Tomorrow



Names New VP of Services

Softrax named Sheila M. Daly the new Vice President of Services for its Softrax Revenue Manager solutions. Daly will lead the services team and be responsible for implementations in the Company's expanding Fortune 2000 markets. Daly has an impressive track record of leading implementation organizations at high growth companies that provide enterprise B2B software and service solutions. www.softrax.com



Affluence Indicators

Genalytics has introduced Genalytics Affluence Indicators, a collection of 20 data elements that provide a 360-degree perspective of the household affluence in the U.S. The ability to build predictive models at the local level using On-Demand Targeting enables Genalytics to create data that is up to 40% more accurate than other leading providers of affluence Information. Data services giant, Axciom, will soon be licensing the Affluence Indicators and other consumer data scores for resale to their client base of financial services, national retailers, auto manufacturers and travel services companies. www.genalytics.com



New CEO in Place, Pyxis Prepares for Future

Pyxis Mobile announced that Robert Mazzarella, a board member and adviser to the Company since 2007, has been appointed Chairman and CEO. Mazzarella spent 20 years at Fidelity Investments before stepping down in 2002 as head of its institutional brokerage business. Since then he has served on several boards in the financial services industry, including the Boston Stock Exchanges. www.pyxismobile.com



Drives Enterprise Adoption with dojo.E

Nexaweb has helped to further the adoption of open source technology through its new dojo.E contribution to the Dojo Foundation. Essentially, dojo.E allows developers to more easily create enterprise Web applications while reducing the time and costs associated with previous approaches to developing Web applications. Nexaweb is one of the major sponsors of the Dojo Foundation, along with IBM and Sun. www.nexaweb.com