

Signs on 3 New Advertisers and Renews 2



In September, OwnerIQ signed on three new advertisers, Whirlpool, Home Depot and Philips, while renewing Sears for a second campaign and Electrolux for a third campaign. In addition to these accomplishments, OwnerIQ has partnered with the leading ad networks and ad exchanges to reach more than 90% of the US Internet population, allowing advertisers to run Ownership Targeted campaigns with tremendous reach and frequency. www.owneriq.net

Nokia and Telefonica Sign On



Zeemote™, the makers of intelligent wireless controllers for mobile devices, continues its successful roll-out of the Zeemote™ JS1 Controller, launching in Germany with Nokia and in Spain with Telefonica. Zeemote also debuted its first application (in conjunction with Nokia) the Zeemote Zeekey™, which allows the JS1 Controller to replicate the actions performed by the handset keypad to enhance phone functionality such as internet browsing, cueing up music or playing games. www.zeemote.com

The Lab™ from HighRoads Wins Award



The Lab from HighRoads has been named a Top HR Product for 2008 because it is an innovative solution for HR teams that want to better understand what their peers are paying and offering when it comes to employee benefits," said David Shadovitz, editor, Human Resource Executive. "By giving Benefits Managers the ability to analyze and compare detailed plans and pricing, HighRoads brings superior value to HR teams seeking to strike an effective balance between attractive benefits packages and costs." www.highroads.com

Managed Service Expands in Northeast



Whaleback expanded its reseller network in the Northeast with the addition of three new premier partners. Adrotech Communications of Braintree, MA, Intervale Technologies of Reading, MA and National Telephone and Technology of Portland, ME have all signed with Whaleback to sell and support the Company's CrystalBlue Voice Service. They join a growing community of telecommunications and IT services companies that have chosen Whaleback as their managed service provider for bringing commercial voice services to the SMB market segment. www.whalebacksystems.com