



UPDATE

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

GENALYTICS

Launching A Major Strategic Partnership

Genalytics hosted a series of training sessions in early March to officially launch the On-Demand Targeting product to Acxiom's 80+ sales reps. Acxiom is private labeling On-Demand Targeting for their direct mail clients and their acquisition campaigns. In addition, for the quarter ending in March, Genalytics will recognize its highest quarterly revenue and fulfill over 200 campaigns, its largest number of customer marketing campaigns to date. www.genalytics.com



Hannaford, EDS, Liberty Mutual & EMC Sign Up

HighRoads, the only company offering employers a system of record to manage HR programs and vendors, announced that Hannaford Supermarkets has lowered its overall healthcare tab with HighRoads' technology-based services, used in tandem with cutting-edge employee wellness initiatives. Peter Hayes, Director of Benefits said, "HighRoads has helped us deliver the best possible plans at the right price, while establishing a highly repeatable process for continually driving value to the organization." Hannaford Bros. operates 158 stores and is owned by Delhaize Group of Brussels, Belgium. New HighRoads' customers include EDS, EMC, Liberty Mutual and McKesson.

www.highroads.com



América Móvil Group Customer Win

OnePIN announces the first customer win for its flagship product CallerXchange within the América Móvil mobile operator group. América Móvil provides services to over 108 million wireless subscribers in the Americas, primarily in Latin America. This Spring, CallerXchange will be in the hands of mobile subscribers throughout Honduras. CallerXchange is a peer-to-peer mobile service that makes it easier to exchange contact information - allowing subscribers to stay connected and enhance relationships. www.onepin.com



Going After iTunes

Groove Mobile is competing head-to-head with iTunes announcing a new 99 cent price for mobile music downloads at the Sprint Music Store. For 99 cents — the lowest rate available for mobile music, Groove Mobile will download tracks from a catalogue of 1.5 million tunes directly to Sprint customers' phones and to their computers. Matching the iTunes price while offering more flexibility in downloading options enables Groove Mobile to better compete with iTunes in the growing mobile music market. www.groovemobile.com



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