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FOR IMMEDIATE RELEASE**ATLANTA-BASED TOOMAH WINS PRESTIGIOUS BUSINESS COMPETITION****Four companies competed for a combined \$450,000 in cash and services**

ATLANTA (June 2, 2010) – The Technology Association of Georgia (TAG) has today announced that Toomah, an Atlanta-based company that automated the interviewing process, has won the 2010 GRA/TAG Business Launch Competition. An airtight value proposition, a seasoned management team, and six paying customers including one member of the Inc 500 were all factors in Toomah's taking home the gold, which in this case consisted of \$50,000 cash and over \$200,000 in donated services from the Atlanta business community.

"The judges made an excellent choice once again," stated TAG president Tino Mantella, referring to the all star panel of judges that included Tom Crotty, Managing Director, Battery Ventures Boston; Stephen Fleming, Vice President, Enterprise Innovation Institute, Georgia Institute of Technology; John Glushik, General Partner, Intersouth Partners; Boris Jerkunica, Chairman, Atlanta Silverbacks; Hooks K. Johnston, General Partner, Valhalla Partners; Mark Koulogeorge, Managing General Partner, MK Capital; Mark Morel, Chairman & CEO, Whoop, Inc.; and Alan Taetle, General Partner, Noro-Moseley Partners.

The other finalists – Khu.sh, a music intelligence application company; SolidFire, a cloud computing company; and Transaction Tree, a "green" company, will all split the remaining \$200,000 in pro bono services, a first for the competition which had always just rewarded the winner. "We are pleased to be able to offer all of these promising young Georgia companies something to walk away with," stated Sid Elliott, director for the GRA. "This has always been a public, private partnership and the business community really stepped up this year, especially." Services including legal, consulting, marketing and even real estate space will be donated to the final participants in a way to not only help ensure their success, but to assist in connecting the Atlanta entrepreneurial community to the business community.

The competition, now in its fifth year, also facilitates connections between the younger entrepreneurial community and the more seasoned entrepreneurs, with the initial applications are screened by experts at the Atlanta Technology Development Authority (ATDC) and the most promising applicants being assigned a mentor for the duration of the competition. Participants are also connected to the investor community, with out of state venture capital companies being represented among the judge's panel and a multitude of angel and venture capital investors in attendance at the event.

About Technology Association of Georgia

The Technology Association of Georgia (TAG) is a non-profit organization whose mission is to support its members by generating opportunities for personal, professional and business growth. By forging strategic alliances, TAG serves as a primary catalyst to foster a rich environment for economic development in Georgia's technology community. TAG is made up of over 10,200 members representing technology leaders from over 1,500 Georgia-based companies, affiliated technology and business organizations. For more information on TAG, visit www.tagonline.org.

About Georgia Research Alliance

The vision of Georgia's business leaders, the Georgia Research Alliance is a private, nonprofit corporation. Its Board of Trustees is drawn from the top levels of some of the state's largest corporations and its university partners. With a rich background and history, the Alliance manages its programs with a small staff committed to capitalize on innovative university research to build a vibrant, technology-rich economy. For more information on the GRA, visit www.gra.org.

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