

Media Notice

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**IMMEDIATE RELEASE**

*Company's own offshore software development operation in Pakistan recognized by Upsize Magazine*

**POWEROBJECTS AWARDED "BEST PRACTICE IN FINANCE & OPERATIONS" IN ANNUAL BUSINESS BUILDER EVENT; ISLAMABAD OFFICE OFFERS 24-7 DEVELOPMENT AND THE CREATION OF TWO NEW WEB-BASED PRODUCTS FOR SCHOOLS AND SPECIAL EVENTS**

MINNEAPOLIS, ISLAMABAD —October 26, 2007 —PowerObjects ability to beat outsourcing at its own game by creating its own outsourcing company in Islamabad, has been named a winner in the Best Practice and Finance and Operations category during the annual Business Builder competition, sponsored by *Upsize Magazine*. PowerObjects is an IT staffing company focused on Microsoft Customer Relationship Management (CRM) and internal projects and product development. The 2007 Business Builder event was held Thursday, October 25 at the Earl Brown Heritage Center in Brooklyn Park. PowerObjects bested four other companies in the Finance and Operations group. Other businesses competed for Best Practices in the areas of Customer Relations, People & Workplace, Community Impact, Technology & Innovation, and Communications and Marketing.

"We're honored to be recognized by a group of business experts who understand the impacts and advantages that offshore developments have on companies," says Jim Sheehan, PowerObjects' Chief Operation Officer. "Our industry has consistently been challenged by falling rates because of lower offshore pricing. But through a simple twist of fate, we created our own offshore entity in Islamabad when one of our Minneapolis employees, Aamir Habib, returned home in 2002 to visit his family and could not return. When we realized that we could send Aamir work and get it back very quickly, we discovered a business advantage that allowed us to grow our the company in Islamabad and Minneapolis. And, to date, in the process we've created two new products, powerHR an online Human Resources application system and Zapevent.com for special events operations that we sell and support. The Business Builder Award affirms our growth and development strategy."

"This Best Practice Award is a real boon to a growing company like ours'," adds Dean Jones, PowerObjects cofounder and CEO. "We could never have created these PowerObjects products without our Islamabad office. Costs and time would have been prohibitive. But thanks to this strategic asset abroad, we have developed a web-based, job application/Human Resources process with powerHR that allows organizations to push customized job openings out to the web and to collect applications that are then searchable. It has significant cost- and time-savings and also helps create a paperless environment. It's been very successful for the school districts and organizations that have adopted it. Zapevent.com streamlines the paperwork and reporting tools for special events for organizations and nonprofits and is a greatly enhanced organizational tool with many potential uses. Our ongoing offshore arrangement will continue to keep us more competitive and productive, plus generate as much goodwill abroad as it does growing revenue."

**About PowerObjects**

PowerObjects continues to escalate its business in key areas that are critical to keeping companies of all sizes in many industries, government, institutions and nonprofits running at optimal technology levels. Among its main service and product offerings, PowerObjects provides IT staff for augmentation and project assignments for Customer Relationship Management (CRM), using the latest Microsoft Dynamics CRM tool in a hosted environment. It innovates software programming for web-based reporting with its own smlPortal, and has developed a compelling Human Resources (HR) solution for school districts called powerHR that delivers significant time and cost savings for education districts and institutions saddled by budget constraints.

PowerObjects has worked with some of the biggest brands in manufacturing, professional services, retail, healthcare and other industries, including: 3M, Guidant Corp., Gage Marketing, The St. Paul Companies, The Gap, Tommy Hilfiger, United HealthCare, Mayo Clinic, the Armed Forces, Xcel Energy, United Way of Minneapolis and many others

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