

**FOR IMMEDIATE RELEASE**

## **Certona named TechAmerica High Tech Award Finalist**

*- October 30<sup>th</sup> awards event to showcase San Diego's finest companies -*

**SAN DIEGO – September 30, 2009 –** [Certona](#), a provider of real-time personalization and optimization solutions for multichannel retailers, was named a finalist for the 16th Annual TechAmerica High Tech Awards.

For the 2009 event, winners will be announced at the October 30<sup>th</sup> luncheon at the [Hyatt Aventine](#) in La Jolla.

“We’re extremely honored in being included among the top technology companies in the region, and the credit goes entirely to our team,” said Meyar Sheik, CEO of Certona. “The current economic environment has been challenging for the retailers our team supports, but our staff has helped our retail clients increase their online sales, average order values and repeat business. I couldn’t be more proud of them!”

As the leading voice representing the U.S. technology industry, TechAmerica takes pride in recognizing outstanding regional companies every year at its annual awards ceremony. This year numerous local San Diego companies were nominated for their technological or business innovation; exceptional products or service; product marketplace validation; perseverance in the face of adversity; and community involvement for consideration in nine categories, including Internet/Web Commerce; Computers and Related Products; Communications Products and Services; Clean Technology; Defense/IT Service; Semiconductor, Industrial and Analytical Instrumentation; Medical Technologies; and Outstanding Emerging Growth.

Certona was selected as a finalist in the Internet/Web Commerce category for its Resonance personalization and revenue optimization technology platform that leverages the power of shopper profiling and individualized customer targeting to deliver highly relevant content to retail customers.

“We are amazed at the response we have received surrounding the TechAmerica High Tech awards,” said Kevin Carroll, regional director, TechAmerica San Diego. “This year will be a challenge to choose winners in each category based on the achievements these companies have experienced.”

For media interested in attending the High Tech Awards event please contact Erica McCarthy at 619-234-0345 or [mccarthy@formulapr.com](mailto:mccarthy@formulapr.com).

The 2009 TechAmerica High Tech Awards are sponsored by Barney & Barney, CBRE, Deloitte, Formula, Procopio, Silicon Valley Bank, SMS Technologies, TLC Staffing, and United Healthcare.

## **About TechAmerica**

TechAmerica is the leading voice for the U.S. technology industry, the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy. Representing approximately 1,500 member companies of all sizes from the public and commercial sectors of the economy, it is the industry's largest advocacy organization and is dedicated to helping members' top and bottom lines. It is also the technology industry's only grassroots-to-global advocacy network, with offices in state capitals around the United States, Washington, D.C., Europe (Brussels) and Asia (Beijing). TechAmerica was formed by the merger of AeA (formerly the American Electronics Association), the Cyber Security Industry Alliance (CSIA), the Information Technology Association of America (ITAA) and the Government Electronics & Information Technology Association (GEIA). Learn more at [www.techamerica.org](http://www.techamerica.org).

## **About Certona Corporation**

Certona is the creator of Resonance®, a real-time personalization and revenue optimization platform for multi-channel retailers. Resonance automates a company's ability to provide individualized experiences and product recommendations in real-time, increasing average order value and revenue per visit. With seven patents pending, the "self-optimizing" system is powered by sophisticated neural networks and a portfolio of algorithms to deliver real-time product, content, and promotional offers through multiple channels – web, email, call center, point-of-sale, and mobile. Clients are typically up and running in less than a month, and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit [www.certona.com](http://www.certona.com).

Contact: David Oates  
Stalwart Communications  
(858) 750-5560  
[david@stalwartcom.com](mailto:david@stalwartcom.com)

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