

Countermind Introduces Real-time Voting at CSIA DEMOgala 2007

Company Ranks as One of Colorado's Most Innovative Technology Companies

LITTLETON, Colo. – Oct. 9, 2007 – More than 900 technology business leaders and influencers will attend the CSIA DEMOgala 2007 to preview *and now vote* to distinguish the state's technology elite. Attendees this year will have the opportunity to cast their own vote and select first-time People's Choice Award and Venture Capitalist Award recipients using a mobile solution created by CSIA finalist and exhibitor, Countermind. A leading provider of enterprise-grade mobile applications, Countermind, in partnership with Motorola and AT&T, will enable CSIA to capture attendee votes wirelessly, sort and display real-time results at the event.

Using its flagship product, the Countermind Mobile Intelligence™ Platform, Countermind was able to quickly create a tailored voting application that seamlessly runs on Motorola handheld devices. Prior to the event, 10 Symbol MC-35 handheld devices were populated with a five-question voting application, including a look-up feature for registered attendee contact information and CSIA's finalist company roster making it easy for attendees to scroll, select and vote for their company of choice. Results will be instantly and wirelessly uploaded by Countermind's MI Server, where answers will be sorted and company rankings calculated. Every 15 seconds, the MI Server will transmit vote results to two large wide screens, one located at the main entryway and the other at the Countermind booth, displaying the top five contenders in each category. Once the event concludes, all results will be tabulated and a People's Choice Award and Venture Capitalist Award will be given to the company with the most votes.

In addition to facilitating this unprecedented voting capability at the event, Countermind will also be showcasing three newly released Mobile Intelligence applications: *MI Inspect*, *MI Deliver* and *MI Service*. This series of pre-packaged and tailorable line-of-business applications offers advanced capabilities and features for mid to large manufacturing and logistics companies needing to automate mobile work processes.

“Our newly released *MI Inspect*, *MI Deliver*, and *MI Service* applications have built upon the strength of our award-winning Countermind Mobile Intelligence platform,” said Tom Smith, Countermind president & CEO. “We are thrilled to demonstrate its capabilities at the show, with a practical example of mobile data capture that will enable fast, timely voting at CSIA. By leveraging our MI Platform and its flexible architecture, we created an application that allows CSIA to view their judging results in real-time as votes are being cast. It's a good example of what we do everyday tailoring our standard applications to meet customers' needs.”

The third-annual CSIA DEMOgala is a full day of Colorado technology innovation, 20-session conference, and a series of events focused on discussions for nearly 1,000 leaders from Colorado's advanced technology industry, culminating with the keynote talk by Tim Armstrong, from Google. DEMOgala draws hundreds of key technology professionals, government leaders, business leaders, venture capitalists, investment bankers and market influencers.

A first-year contender, Countermind joined CSIA's distinguished ranks earning a finalist position as one of Colorado's most innovative technology companies. "Countermind was chosen because of their innovation, technology and prowess in an industry that's highly competitive across the world," said Su Hawk, president of CSIA. "They were selected from more than 150 nominees from across the state, and we are very proud that Countermind is part of the innovative leadership in our state. They will be demonstrating their technology in front of the technology community on October 11," she added.

For more information about Countermind, please visit www.countermind.com or call (720) 407-0211.

Media Contact:

Lupe Hirt
MindSpeak Public Relations
(303) 859-1762
lupeh@mindspeakpr.com

About Countermind

Countermind is an award-winning provider of software solutions and products for extending corporate business processes to field-based workforces. Countermind has been providing production proven mobile solutions in a variety of industries to enterprise customers since 1998. Countermind also provides integration and installation services as a complement to Countermind's Mobile Intelligence™ software products.

About CSIA

CSIA is the leader on behalf of the software and information technology industry in Colorado, providing connections, insight, advocacy, and competitive edge programs and services to help technology companies succeed and prosper. Since 1994, CSIA has been involved in legislative issues and public policy to represent the technology industry in Colorado, and has provided a number of annual programs, events and connections to connect technology professionals and support business success. CSIA's activities are funded solely by members and sponsors, and any technology company or IT department is invited to join the organization. CSIA represents more than 750 technology companies directly, and represents the more than 3,000 IT companies in the state.

###