



WHAT'S NEXT.

MITX 6th ANNUAL TECHNOLOGY AWARDS

Boston, June 16, 2009 - The Massachusetts Innovation & Technology Exchange (MITX) today announced that Affinova, Inc. is the 2009 Marketing Technology Company winner of the 6th Annual MITX Technology Awards. The MITX Technology Awards recognize emergent and innovative technologies developed in the New England area. The Massachusetts Innovation & Technology Exchange (MITX) is the country's premier Internet business and marketing association.

"This year's award winners represent some of the most innovative thinkers in the world of technology. These companies and individuals help solve real-world challenges and help push the use and adoption of technology," said Kiki Mills, executive director of MITX. This year's award winners were announced at a sold out ceremony attended by more than 350 industry professionals in Boston.

Affinova's exceptional growth and proprietary technology were driving factors in achieving this year's award. Their IDDEA™ technology enables household name consumer brands to identify their best new product and marketing ideas using a simple online consumer research interface backed by a powerful evolutionary algorithm. This Waltham, Massachusetts based company boasts a client list that reads like a who's who of the world's most successful consumer marketers, with clients like Procter & Gamble, Unilever, Walmart, and Microsoft.

About Affinova, Inc.

Affinova is the global leader in optimization technology for marketing and innovation. The company pioneered the use of evolutionary algorithms for marketing content optimization. Affinova's patented IDDEA® optimization technology evolves marketing concepts (products, messaging, or designs) based on collective consumer choice until only the fittest concepts survive. IDDEA® delivers "Top Concepts" every time, consistently outperforming any alternative approach. IDDEA empowers marketers to explore all possible alternatives to their ideas, resulting in higher success rates, larger businesses, accelerated speed to market, and lower costs. Headquartered in Waltham, Massachusetts, Affinova is privately held. For more information about Affinova, visit www.affinova.com.



2009

BEST MARKETING TECHNOLOGY COMPANY



About MITX

Established in 1996, the Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities, and networking to make business connections and exchange ideas. With over 60 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other like-minded peers in the industry. MITX is headquartered in Cambridge, Massachusetts. Visit us at www.mitx.org.