Adaptivity Named as Finalist in 2009 American Business Awards[SM]

Seventh Annual Stevie[®] Awards Will Be Presented on Monday, June 22, in New York City

CHARLOTTE, N.C. – May 20, 2009 – Adaptivity, the IT Transformation Company, today announced that it was named as a finalist in the Management Team of the Year category for The 2009 American Business Awards.

The American Business Awards (ABAs) are the nation's premier business awards program. All organizations operating in the U.S. are eligible to submit entries to the ABAs – public and private, for-profit and non-profit, large and small.

Stevie Award winners will be announced during the annual gala on Monday, June 22, at the Marriott Marquis Hotel in New York. Six-hundred executives from across the U.S. are expected to attend. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network and hosted by Cheryl Casone of Fox Business Network.

Comprised of some of the most successful, innovative and recognized IT executives in the industry, Adaptivity is up for the Management Team of the Year category for small businesses in the technology industry. Since founding the company in February 2008, CEO Tony Bishop has led the management team, which includes James Houghton, CTO, Sheppard Narkier, chief scientist and Paul Wanish, chief engineer, to accomplish many achievements in a very short amount of time. In less than nine months, Adaptivity signed 12 new clients, institutionalized its award-winning IT transformation methodologies and wrote a book on the future of data centers. "Next Generation Data Centers in Financial Services: Driving Extreme Efficiency and Effective Cost Savings" is slated for release by Elsevier Publishing next month.

"Individually, Adaptivity executives earned recognition in the IT and financial services industry for years," said Bishop. "Being named a finalist for The 2009 American Business Awards is our first acknowledgement as a team since we founded Adaptivity last year. Since we're a young company, this honor is additional validation that our methodologies and best practices have the ability to change infrastructure computing for the enterprise as we know it."

With Adaptivity, any firm is able to systemically transform their IT operations using a template-driven approach – saving time, money and resources. Adaptivity breaks down the burdensome IT needs of enterprises into easy-to-consume, 90-day transition projects that drive more than 30 percent increase in performance and five-time increase in volume operating on less than half the infrastructure.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs will select Stevie Award winners from among Finalists in final judging that will continue through Wednesday, June 3. Finalists were chosen by business professionals nationwide during preliminary judging in April through early May.

"Despite very tough economic conditions, many organizations and individuals continue to perform well," said Michael Gallagher, founder and president, The Stevie Awards. "The results of the 2009 ABAs thus far are a testament to the resilience, creativity and hard work of American organizations, executives and workers."

Details about The American Business Awards and the list of finalists are available at www.stevieawards.com/aba.

About Adaptivity
Adaptivity, the IT Transformation Company, has changed infrastructure computing for the enterprise as we know it. Adaptivity's products, programs and applied expertise enable enterprises to run IT like a business. With a template of proven methodologies and solutions, Adaptivity empowers firms to execute incremental, systematic transformation of IT delivery one application or volume at a time – gaining application performance of up to 50 percent and improving the Return on Equity (ROE) of IT investments by up to 20 percent. Adaptivity FUEL™ (Flexible Unified Enterprise Library), the company's suite of proven IT analytics and engineering tools and practices, provides firms with the foundation they need to deliver demand-driven IT transformation.

About The Stevie Awards
Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

Supporting sponsors of The 2009 American Business Awards include High Performance Technologies Inc., John Hancock, Lifelock, RCN Corporation, Softpro and Ultimate Software. Media sponsor is the Business TalkRadio Network. Localization partner of the 2009 Stevie Awards is Lionbridge.

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