



Plink Nominated for 2013 APEX Award

DENVER – July 31, 2013 – Plink (www.plink.com) is excited to announce it has been nominated for an APEX Award (<http://apexcolorado.com/awards/>) for technology excellence. The APEX Awards recognize Colorado's technology excellence highlighting remarkable leaders and innovators. This prestigious event has been hosted since 2001 by Colorado Technology Association (CTA) (<http://www.coloradotechnology.org/>) to honor the success of hundreds of deserving leaders in technology.



Since the program's inception in 2000, CTA's APEX Awards have been awarded to well-deserved technology companies and executives who lead these amazing companies. Presented in nine categories for companies and individuals, the awards recognize success, innovation, vision, leadership, excellence in innovation and community contributions. Plink was selected as a nominee for

"Technology Startup Company of the Year."

"We are honored to be named a nominee for the prestigious APEX awards," said Peter Vogel, co-founder and CEO of Plink. "We've put together an amazing team here at Plink and this nomination is just further recognition of the passion and dedication that drives the entire team."

"The APEX awards recognize and showcase the best of the technology innovation and leadership in Colorado. We look to our members to nominate ideas, projects, leaders and companies from every corner of the state and Colorado's technology industry," said Erik Mitisek, CEO, Colorado Technology Association.

The winners will be announced on Tuesday September 10, 2013 during the APEX Awards gala to be held at the Hyatt Regency Hotel in Downtown Denver.

About APEX

APEX is the Colorado technology industry's annual conference encompassing the 13th Annual APEX Awards, a single track conference, an interactive floor space and the Challenge featuring emerging tech genius from around the state. Past speakers at the event have included: David Cohen, CEO & founder of TechStars, Governor John Hickenlooper and Scott McNealy, former CEO of Sun Microsystems. Presented by the Colorado Technology Association (CTA), the event will be held on September 10-11, 2013 at the Hyatt Regency in downtown Denver. For more information on the event, please visit apexcolorado.com.

About the Colorado Technology Association

The Colorado Technology Association (CTA) represents Colorado's \$49.6 billion technology industry, one of the fastest growing sectors in the state. Colorado ranked second for its high-tech business concentration and the nine-county metro region ranked tenth out of the 50 largest metro areas in software employment concentration. Since 1994, Colorado Technology Association has provided a voice for technology professionals in legislative issues and public policy. The Association provides more than 50 programs, events and connections to support the industry. CTA's membership includes 500 Colorado companies from startup to enterprise. For more information visit ColoradoTechnology.org.

**About Plink**

Plink is an online-to-offline rewards program that motivates members to make offline purchases. Plink members create an account at Plink.com or via the Plink mobile app (<http://bit.ly/ZzUDUs>), then link the credit or debit card of their choice, and begin earning rewards by purchasing offline at more than 70,000 restaurants, retailers and travel providers nationwide, including Burger King, Outback Steakhouse, Regal Cinemas, Sears and Taco Bell. Plink rewards members with Plink Points which can be redeemed for gift cards from more than 25 leading brands. Plink's pay-for-performance advertising model provides offline brands with a risk-free way to drive sales and build loyalty. For more information, visit www.plink.com, on Facebook at www.facebook.com/plinkdotcom or on Twitter [@plinkdotcom](https://twitter.com/plinkdotcom).

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