



## **Apptix Wins 2010 SmartCEO Circle of Excellence Award**

*Dave Ehrhardt recognized as one of Greater Washington's most accomplished and unique business leaders*

**Herndon, VA – May 14, 2010** – Apptix (OSE: APP), the leading provider of hosted Microsoft Exchange email, Microsoft SharePoint, and business VoIP services for organizations worldwide, announced today its CEO, Dave Ehrhardt, has received a *Washington SmartCEO* 2010 Circle of Excellence Award. This award recognizes 10 Greater Washington CEOs who have demonstrated specific leadership attributes that have made them uniquely successful in the business community.

The 10 winners of the Circle of Excellence Award will be celebrated at *SmartCEO's* Business Awards event on May 27, 2010 at the National Press Club, 529 14th St., NW, Washington, D.C. 20045 from 6:00-9:00p.m. Joining the Circle of Excellence recipients are all of *SmartCEO's* past award recipients and our pick for CEO of the Year.

"I am delighted, fueled by the entire team's hard work, to have Apptix recognized by *Washington SmartCEO*," says Dave Ehrhardt, President & CEO of Apptix. "Our employees have driven Apptix to profitability by improving business processes, diligently reducing redundancies, and streamlining the business. After focusing on the bottom line for the last two years, we're building on our new foundation and enjoying the experience of aggressively growing Apptix's customer base and top line revenue."

The Circle of Excellence categories for which CEOs were nominated and honored are:

- Growth Management
- Philanthropy
- Entrepreneurship
- Turnaround
- Product Innovation
- Client Relations
- A Classic
- Strategic Leadership
- Marketing
- Resilience

Winning in the business turnaround category, Ehrhardt has proved himself a strong leader over the last two years as CEO of Apptix, reshaping the entire company by focusing on consolidation, cash management, core competencies, and developing a culture of customer and operational excellence. As a result, Apptix has completed a remarkable two-year transformation. The company is now cash flow profitable going from losing \$2 million per quarter at the end of 2007 to generating \$1 million per quarter by the end of 2009, a successful move into new market spaces including signing the industry's largest ever customer contract, and has become a clear market leader well positioned for future success.

"Circle of Excellence winners are not only selected and honored for their accomplishments, but for demonstrating success in applying a unique leadership attribute that significantly benefits their business and the community," said Jaime Park, Publisher of *Washington SmartCEO* magazine. "We are honored to recognize Apptix as one of Greater Washington's standout leaders."

*Washington SmartCEO* magazine is a regional "growing company" publication. *SmartCEO* believes that a "growing company" is really determined by the spirit, drive and dynamics of a company's owners and managers, rather than by the size of its building, the number of its employees, or its sales volume. Each

month, a variety of businesses in the greater Washington and greater Baltimore areas turn to our pages for features, case-study advice and trend analysis, all with a uniquely local flavor. *SmartCEO* is read by more than 34,000 business owners in Baltimore and Washington.

For a complete list of winners or more information about the program and event, visit [www.smartceo.com](http://www.smartceo.com).

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### **About Apptix**

Headquartered in Herndon, Virginia, Apptix (OSE: APP) is the leading provider of business-class hosted email, voice, and collaboration services for 200,000 users worldwide. A pioneer in the hosted services space, Apptix and its MailStreet subsidiary offer a variety of communications and IT services including: Microsoft Exchange plus Outlook Voice Access; VoIP; Microsoft SharePoint; Web conferencing and secure Instant Message and Presence via Microsoft Office Communications Server; Online Backup by EMC's Mozy; mobile email (including BlackBerry, Palm, Android, Windows Mobile, and iPhone); compliant archiving; and a Web presence solution that includes domain registration, DNS hosting, and Website hosting. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. Apptix is recognized as one of the *CRN* 2009 & 2008 Fast Growth 100, Deloitte's 2009 & 2008 North American Technology Fast 500, *Software Magazine's* 2009 & 2008 Software 500, *Washington Business Journal* 2009 & 2008 Fastest Growing Companies, as a finalist in the Customer Service and Product Departments categories for the 2009 American Business Awards (Stevie Awards), and as a 2009 Microsoft Worldwide Partner Conference Awards finalist in the Unified Communications Solutions category. For more information, visit [www.apptix.com](http://www.apptix.com) or follow at [www.twitter.com/apptix](http://www.twitter.com/apptix).

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