



MICROSOFT HONORS INCREMAX WITH COMMUNITY PARTNER OF THE YEAR AWARD HELPING NEW YORK ROAD RUNNERS FOUNDATION MIGHTY MILERS PROGRAM

Awards Announced As Part Of Microsoft's 2008 Worldwide Partner Conference

New York, USA – August 25, 2008, Microsoft is pleased to announce this year's East region award winners as part of Microsoft's 2008 Worldwide Partner Conference, which took place recently in Houston. These awards recognize the extraordinary contributions of partners serving small, mid-market and enterprise commercial customers throughout the past fiscal year.

"The success achieved by these notable partners demonstrates their abilities to deliver innovative products and solutions to local customers," said David Willis, vice president for Microsoft's Small and Mid-market Solutions and Partners (SMS&P) in the East region. "Microsoft recognizes these organizations by honoring their tenacity to drive sales and collaborate within the region to keep businesses thriving."

Incremax won the Community Partner of the Year Award. This award is in appreciation and recognition of partners who have led by example to further opportunities for employees to give back to their local community.

"We continue to be thrilled that Microsoft has singled out Incremax and the work we were privileged to do for New York Road Runners Foundation (NYRRF), first in February 2008 for Client Satisfaction, and then in June 2008 for Exemplary Community Citizen, both at the New York/New Jersey District level, and now as Community Partner of the Year for the entire East Region of the United States," said Kerry Gerontianos, President of Incremax.

"Incremax helped NYRRF create and deploy a solution which significantly reduced the administrative overhead associated with our Mighty Milers program and created a platform that we can scale significantly, allowing us to reach more children with life saving and life-enhancing programs which combat obesity and empower youth," said Cliff Sperber, the Executive Director for New York Road Runners Foundation.

"Incremax ensured stability and good system performance by developing core Microsoft products. This type of innovative approach is a great example of how non-profit organizations can better serve their constituencies through technology. We offer our congratulations to Incremax and our thanks to both Microsoft and Incremax for their customer-centric approach to solving business problems."

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software—any time, any place and on any device. For more information, please visit us at www.microsoft.com. Microsoft is a registered trademark of Microsoft Corp. in the United States and/or other countries.

About Incremax

Incremax is a business-focused technology consultancy that excels at delivering *incremental asset value from technology* investments. With Practice Areas leveraging Microsoft Solutions in Information Productivity, Advanced Infrastructure and Business Intelligence, we have the breadth and expertise to build a *People-Ready* business to cut costs, win customers, and create new innovative business opportunities.

Incremax is a Microsoft Gold Certified and Managed Partner that has been helping Fortune 500 and middle-market clients gain a timely and competitive advantage since 1993. For more information refer to www.incremax.com.

About New York Road Runners Foundation

New York Road Runners Foundation’s mission is to establish community-based running programs which enhance physical health, emotional well-being and personal achievement within underserved populations throughout New York City and to disseminate our program expertise to interested parties across the United States and around the world. NYRRF currently serves 50,000 children in the New York area, nationally, and internationally.

Our running-based physical education programs teach fitness, goal-setting and the relationship between effort and achievement while helping youth develop the self-esteem, healthy habits and discipline necessary for success in school, the workplace and life. For more information refer to www.nyrrfoundation.org .

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