



INCREMAX WINS MICROSOFT AWARD FOR HELPING NEW YORK ROAD RUNNERS FOUNDATION GO THE EXTRA MILE

Incremax IT Solution Extends NYRRF Mighty Milers Program Reach to Kids Across the USA and Winning Microsoft Partner Recognition

New York, USA – February 27, 2008 Incremax, a Greater New York business-driven technology consultancy for Microsoft product solutions is pleased to be awarded Microsoft's Second Quarter New York/New Jersey Area Partner Award for Client Satisfaction. Incremax, working closely with the non-profit New York Road Runners Foundation (NYRRF), created a comprehensive and scalable Web 2.0 automation solution that has allowed the Mighty Milers, a program that rewards school children for staying healthy, to grow from 90 schools in New York, San Francisco and Tampa, to schools across the nation, and now abroad.

This program is free of cost to qualified schools and neither NYRRF staff nor school teachers receive payment. Schools sign up voluntarily, get their kids running, record their miles, and distribute incentives provided by NYRRF. NYRRF, a non-profit organization, started this program using just Microsoft Excel to build a master spreadsheet to create reports for Total Miles by Site, by City, by State, as well as reports needed to process the awards. Mighty Milers is a truly rewarding experience for the students and everyone, including sponsors that wanted to provide the kids prizes for running a certain number of miles – pencils, pens, T-Shirts, etc. It just needed some inspired IT innovation to remove the administrative barriers and expedite each step of the program.

“We could see that this program was very successful and could be expanded but knew that there was no way we could administer more students, teachers, schools, distribution of awards.” said Cliff Sperber, Executive Director, NYRRF. “Incremax took the reins. With a fixed and small budget, they designed and implemented a complete system from easy-to-use web-based data entry to reporting and automated delivery of student awards; including the redundancy for fail-safe operations. This success translated into the ability to expand the program to Chicago, Alaska and countries like South Africa. We could not be more pleased with the outcome.”

“It was evident from the very start that this stay-healthy children's program with rewards should have no limits to the number of students, teachers, schools and locations participating” said Rahul Agrawal, Business Solution Practice Manager for Incremax. “We did it all – made sure that we could eliminate any delays or manual errors between a motivated child and their sponsored gift. The win/win was mutual for Incremax and NYRRF seeing this program expand.”

Microsoft acknowledges core strengths in its partners like Incremax in a number of categories. Last year, Incremax was recognized with the Microsoft Partner Award for Competency in the growing Hedge Fund Management industry space.

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 <http://www.incremax.com>.

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