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## **Firethorn Receives TAMY Award for Superior Technology Marketing Tactics**

*– Technology Association of Georgia recognizes mobile banking provider's marketing program as leader in technology marketing field –*

**ATLANTA—May 24, 2007** — Mobile banking and payments enabler Firethorn Holdings, LLC announced today it was recognized by the Technology Association of Georgia (TAG) for excellence in creating and executing technology marketing programs. Firethorn received the Marketing Tactic Award for the company's commercial launch and publicity campaign at CTIA Wireless 2007 at the TAMY Awards May 17, 2007.

The TAMY Awards, presented by TAG's Marketing Society, are held annually to recognize emerging and large companies that demonstrate excellence in creating and executing technology marketing programs.

"We are pleased to award Firethorn for its outstanding marketing tactics," said TAG Marketing Awards Chairman Ed Gandia. "The company's marketing plan for its commercial launch is among the strongest we've seen. Through its media outreach and effective positioning, Firethorn was able to reach its most important targets and get their message and service in front of consumers and industry opinion leaders."

Firethorn was one of five applicants selected as finalists for the TAMY Awards, which also recognize companies in areas of corporate repositioning, marketing for growth, marketing to C level executives and customer marketing. Applicants had to be currently active in Georgia's technology sector and the marketing program must be managed entirely from the state. Applicants were judged by a panel of six judges.

Founded in 2001 by former Ernst & Young Entrepreneur of the Year Tripp Rackley, Firethorn links financial institutions and wireless carriers through a unified, secure and scalable technology platform that seamlessly extends full-service banking and payments capabilities to consumers from any financial institution to any wireless device, regardless of manufacturer or network.

"Being recognized by the Technology Association of Georgia is always an honor," says Firethorn Chairman and CEO Tripp Rackley. "The Marketing Tactic Award is a testament to the growing attention mobile banking continues to receive and the impact Firethorn has in the marketplace. Through Firethorn's effective marketing tactics, we are able to educate and inform the media, analysts, industry executives and consumers about this quickly developing technology and its growth potential. This award cements Firethorn's staying power among technology heavyweights throughout the state of Georgia."

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## **About Firethorn**

Atlanta-based Firethorn is a mobile banking and payments enabler that links financial institutions and wireless carriers through a unified, secure and scalable technology platform that seamlessly extends full-service banking and payments capabilities to consumers from any financial institution to virtually any wireless device. By partnering with Firethorn, financial institutions and wireless carriers alike gain a competitive service differentiator that improves customer retention, generates revenue and answers consumer demands for more product/service convenience. For more information on Firethorn, visit [www.firethornmobile.com](http://www.firethornmobile.com) or call 678.507.2500.

## **About Technology Association of Georgia**

The Technology Association of Georgia was formed in 1998 with the mission to build, connect, and enable; people, companies, and communities. Its 19 Societies act as a distribution channel for TAG programs, offering over 75 meetings and seminars per year. TAG coordinates a series of meetings and events including the Featured Speaker Series, Field Trip Series, and the Georgia Technology Summits. TAG expands its reach by fostering public and private partnerships with organizations such as the Atlanta Telecom Professionals, the MIT Enterprise Forum, Georgia Chamber of Commerce, and Georgia Department of Economic Development. In addition to adding value for its members, TAG's Board of Directors, Leadership Council, and staff act as a primary catalyst for fostering a rich environment for technology growth in the State of Georgia. For more information visit [www.tagonline.org](http://www.tagonline.org).

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