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**104 WEST PARTNERS SELECTED AS AGENCY OF RECORD FOR  
2009 VENTURE CAPITAL IN THE ROCKIES WINTER CONFERENCE**

*Leading Technology PR firm will Leverage Expertise with Growth Companies and the VC  
Community to Promote 2009 Event*

**DENVER, Oct. 21, 2008** – [104 West Partners](#), a strategic communications firm specializing in innovative technology companies, today announced it has been named agency of record for [Venture Capital in the Rockies \(VCIR Winter\)](#), the largest and longest running capital conference in the Rocky Mountain region.

“As a partner with VCIR Winter, our goal is to help elevate the event to gain even greater visibility for participating start-ups among VCs from across the country,” said [Patrick Ward](#), partner and chief strategic officer at 104 West Partners. “From our experience working with start-ups we understand the importance of connecting with the right industry influencers, including investors as well as media and analysts.”

VCIR Winter is a national event that showcases emerging growth companies from the Rocky Mountain region for an audience of more than 200 venture investors, CEOs, entrepreneurs and service professionals. Presenting companies at VCIR Winter have raised billions of dollars as a result of the conference, making the event a “can’t miss” for entrepreneurs and start-ups.

“VCIR Winter specializes in helping technology companies connect with venture investors. 104 West is the perfect partner to help promote and draw national attention to this year’s event because of their exclusive focus on technologies and their vast experience in working with the investment community,” said Seth Levine, managing director with [Foundry Group](#) and chair of the 2009 VCIR Winter conference.

VCIR Winter will be held on March 3-5, 2009 at the Park Hyatt in Beaver Creek, Colorado. For more information about the conference, visit [www.vcirwinter.com](http://www.vcirwinter.com).

**About 104 West Partners**

Founded in 2003, [104 West Partners](#) is a strategic communications firm with offices in Denver and Seattle. The firm specializes in working with innovative companies to successfully launch a new business, refine existing market positioning, introduce a new technology or product, enter into new markets, or promote the next great idea by leveraging public relations, analyst relations and other communications services. 104 West has been instrumental in launching critical technology categories, including anti-spyware software and mobile games, among others. 104 West clients are funded by some of the most respected venture capital firms in the world, including Kleiner, Perkins, Sequoia Capital, Sutter Hill Ventures, Accel Partners, Sequel Ventures, Mayfield and Technology Crossover Ventures. For more information, please visit [www.104west.com](http://www.104west.com) or [104 West on Facebook](#).

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