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104 WEST SIGNS NEW CLIENTS IN TECHNOLOGY INFRASTRUCTURE AND MESSAGING

*BitGravity and GoldMail to Launch New Products at
DEMO 08 Conference, leading platform for new technology introductions*

DENVER, Colo., Jan. 29, 2008 – 104 West Partners, a strategic communications firm specializing in innovative technology companies, today announced that it has signed two new clients in the technology infrastructure and e-messaging categories.

BitGravity, a Burlingame-based pioneer in Content Delivery Networks (CDN) for interactive broadcasting, and GoldMail, a San Francisco developer of a new voice-over messaging platform for business, professional and personal communications, both joined 104 West in the past quarter.

Both BitGravity and GoldMail will be debuting new products, BG LiveBroadcast and GoldMail Business, respectively, at the DEMO 08 Conference, an invitation-only event where the newest and best products in digital technology debut. The new 104 West clients are among 77 hand-picked technology companies showcasing innovative products to a select group of media, venture capitalists and other industry insiders. 104 West has had clients featured at DEMO five times in its five-year history.

“We are thrilled that both BitGravity and GoldMail have put their confidence in 104 West and equally happy that the producers of DEMO have recognized the importance of these companies’ innovations,” said Patrick Ward, partner at 104 West Partners. “We are constantly looking for those new companies whose ideas set them apart from existing technologies and then find the appropriate platform to showcase that innovation. With these new clients, we have in DEMO the optimal venue to introduce them to the industry.”

DEMO has become the “debutante ball” of the tech world and has proven to be an extremely valuable asset to companies in their early stages. DEMO 08 is taking place Jan. 29-30 in Palm Desert, Calif. This year’s event will feature 77 new companies, products and technologies. Presenters are allotted six minutes to highlight their new product. The conference will be broadcast live over the Web using BG LiveBroadcast. To view the event, visit www.demo.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.

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