



## FOR IMMEDIATE RELEASE

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### **104 WEST PARTNERS RANKED TOP TECHNOLOGY PUBLIC RELATIONS AGENCY; 12<sup>TH</sup> LARGEST OVERALL IN DENVER BY BOOK OF LISTS**

*Agency's Focus on Technology Earns a Spot on Denver Business Journal's Book of Lists*

**DENVER, Colo., February 12, 2007** – 104 West Partners, a strategic communications firm, today announced it has achieved the distinction as Denver's largest technology-specific PR agency and is ranked as the 12<sup>th</sup> largest agency overall, as reported by the *Denver Business Journal* Book of Lists.

The agency is led by partners, Patrick Ward and Kathryn Marshall, who have more than 30 years of combined public relations experience. 104 West Partners specializes in providing strategic counsel to clients as they establish new markets, redefine existing market positioning or launch a new product or service.

"This ranking suggests the value clients have found in our unique approach to account service," said Patrick Ward, partner at 104 West Partners. "We have built 104 West on the premise that senior professionals can provide superior insight to clients' communications challenges and produce results tied inexorably to their business objectives. Our effort is now reflected in our Denver market leadership."

In addition to providing strategic communications, 104 West Partners also offers a full suite of public relations and analyst relations services. The firm counts Webroot Software, IP Commerce, Digital Chocolate and Plasmon among its growing portfolio of innovative local and national technology companies. Many of its clients are led by respected business leaders including Trip Hawkins, founder of Electronic Arts; Perry Evans, founder of MapQuest; Nolan Bushnell, founder of Atari and Chuck E. Cheese; and Jeremy Jaech, founder of Visio and co-founder of Aldus Corporation.

"104 West has been the agency of record for Webroot since we were about 15 people in an office park, and their counsel and solid execution helped us establish not only the Webroot brand but also the anti-spyware category," said C. David Moll, former CEO and now vice chairman of Webroot Software. "Webroot is now four years older, has grown to nearly 300 employees, and 104 West remains a strategic partner to our business."

104 West Partners' clients are funded by some of the world's leading venture capital and private equity firms, including Kleiner, Perkins, Caufield & Byers, Sequoia Capital, Goldman Sachs, Accel Partners, Mayfield Fund, Technology Crossover Ventures, Norwest Venture Partners, Sutter Hill Ventures and Meritage Funds.

"The success of our agency starts with choosing clients that have unique qualities about their businesses, whether they are competing in a unique market, have a proven leadership team, or products built on exciting technologies," said Kathryn Marshall, partner at 104 West Partners. "We work with our clients to

support their business goals with well-defined communications programs that help grow their businesses. Our best relationships are those that are founded as true strategic partnerships, and we are proud to have established that standing with all of our clients.”

The *Denver Business Journal* Book of Lists is a listing of who's who in various business categories in the Denver area. The lists are compiled and verified by staff researchers.

**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 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, Meritage Funds, Mayfield and Technology Crossover Ventures. For more information, please visit [www.104west.com](http://www.104west.com).

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