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RADISH SYSTEMS NAMED FINALIST FOR COLORADO TECHNOLOGY ASSOCIATION'S "ROOKIE OF THE YEAR"

Boulder, Colo. -- (July 27, 2011) – Radish Systems received a coveted finalist designation from the largest and most influential technology association in the state, Colorado Technology Association, at the organization's annual APEX Awards celebration in July 2011. The company was recognized as a "Rookie of the Year" for its innovative ChoiceView mobile communications technology that elicits "Wow, now I see what you're talking about!" moments from smartphone users. The APEX finalists were selected from over seventy-five nominated companies in Colorado that have contributed to the growing technology industry within diverse sectors such as healthcare, information technology, and telecommunications.

"Colorado is booming with new entrepreneurial technology ventures. Radish is pleased to be honored as a "Rookie of the Year" in this highly innovative community," said [Theresa Szczurek](#), Radish Systems' co-founder and CEO.

About Colorado Technology Association. For more information, visit <http://www.coloradotechnology.org/news/68518/Winners-of-the-2011-Technology-Apex-Awards-Announced.htm>

About Radish Systems

Headquartered in Boulder and with offices in California, Connecticut, and Florida, Radish Systems, LLC is improving the way businesses communicate with smart mobile device users through its ChoiceView Communications-as-a-Service technology platform, available as a general app on the iPhone, iPad, and iPod touch; software for live and automated agents in enterprise contact centers as well as for other individual PC users; and as a Software Developers Kit for inclusion in third-party mobile apps. ChoiceView allows visual information to be shared during a phone call with smart mobile device users and results in faster, more rewarding mobile communications. Use cases include visual response systems, enhanced customer and technical support, and improved information exchange. For more information and a demonstration visit www.RadishSystems.com.

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