

FOR IMMEDIATE RELEASE
November 5, 2008

FROM: Mary Ellen Miller
Director of Marketing
(423) 926-8272 ext. 154
(423) 335-7267 mobile
miller@ntara.com

n-tara named a Hot 100 company by *Business TN* magazine

(*Johnson City, Tenn.*) n-tara, inc. was named a Hot 100 Company by *Business TN* magazine in its November/December 2008 issue. As a winning company it was described for being “fast-growing, emerging (and) simply full of promise.” The magazine states that companies listed in the Hot 100, “represent the best Tennessee has to offer in terms of entrepreneurial vision and growth.”

Selection to the listing was based on several different criteria including revenue and employee projected growth over a period of years, growth as compared to industry average, projected growth, etc.

“It is indeed an honor to be recognized as one of the fastest growing, entrepreneurial companies in the state of Tennessee,” said Ralph O’Dell, CEO of n-tara. “In the nine years that we have been in existence we have grown tremendously and evolved into a true thought leader as both an interactive agency and a software development company serving sales and marketing organizations within Fortune 1000 companies.”

About n-tara:

n-tara is comprised of two divisions: n-tara interactive and n-tara works. n-tara interactive creates connections with engaging interactive experiences that shorten sales cycles, increase revenue and reduce costs. Specializing in online marketing, customer lifecycle communications, guided selling, sales enablement, social media strategies and analytics, n-tara interactive approaches every engagement with research, exceptional user experiences, and the discovery of critical customer insight. In 2008 n-tara interactive won international awards for its work for client Xerox Global Services.

n-tara works, the software development side of the company, provides revenue enhancing tools to sales and marketing organizations. Examples include Ballista, an innovative power point management tool and n-powered Enterprise, which easily delivers electronic presentations, training materials and product updates while fostering better relationships across organizations.

Serving a diverse clientele in the Fortune 1000, n-tara, inc. is based in Johnson City, Tenn. with staff in Los Angeles, Calif. and Columbus, Ohio. For more information please visit www.ntara.com.

###