

## **Media Aspects of InterDyn AKA Awarded Microsoft Vertical Excellence Award for Innovation and Expertise in the Media and Publishing Industry**

**New York, NY — July 29, 2008 —** Today, Media Aspects, a division of InterDyn AKA, announced it has been recognized with the Microsoft Vertical Excellence Award for the Media and Publishing industry. As a two-time winner of this prestigious award, the accolade specifically acknowledges Media Aspects' strategic alignment with Microsoft in serving the unique needs of media, publishing and broadcast companies.

"We are very pleased to be selected by Microsoft for this award," said Mitra Hooman, Managing Director, of Media Aspects. "Media Aspects is paving the road for the future of ERP for Media and Publishing companies. This award recognizes our dedication in serving the emerging and complex needs of this industry. It is our commitment to continue introducing new technologies and growing hand in hand with this vertical to create a holistic vision to our eMedia offering."

The Microsoft Dynamics excellence in vertical solutions for Media and Publishing award recognizes a partner that has excelled in providing Microsoft Dynamics products to the Media and Publishing industry. To be recognized, the partner must afford consistently high-quality, predictable service that helps ensure that customers are realizing significant business benefits from their Microsoft Dynamics investments.

InterDyn AKA has consistently demonstrated leadership within the Microsoft Dynamics partner community in terms of driving enhancement penetration, providing thought leadership and innovative offerings, revenue growth and contributing to the overall success of the partner community.

"We appreciate having our success in the Media industry recognized by our strategic partner, Microsoft," said Alan Kahn, Managing Director, InterDyn AKA. "Our capabilities have grown much deeper, and broader in this vertical, allowing us to serve our customers at a much higher level. It is an affirmation of the depth of our team's expertise and delivery capabilities."

The Microsoft Partner Program Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions over the past year.