

## **Pareto Platform Inc. Listed Among Top Finalists for the 2011 Microsoft Dynamics Cloud Business Excellence Partner of the Year Award**

**Kelowna, B.C., Canada – June 28, 2011**— Today, Pareto Platform Inc. announced it has been selected as a finalist for the *Microsoft Dynamics Cloud Business Excellence Partner of the Year Award*.

“Pareto Platform is thrilled to be selected as one of three finalists in our Partner of the Year business category. This achievement is the culmination of countless hours of hard work on our CRM product by our dedicated team of employees. Together, we remain absolutely committed to helping every financial advisor and wealth management professional unlock their potential,” states co-CEO Duncan MacPherson.

Awards were presented in multiple categories, with winners chosen from a set of more than 3,000 entrants worldwide. The *Microsoft Dynamics Cloud Business Excellence Partner of the Year Award* for building a successful cloud practice recognizes Pareto Platform Inc., who has shown both innovation and results related to selling and delivering Microsoft Dynamics CRM Online or Microsoft Dynamics ERP partner-hosted offerings, and has met customer demands by packaging intellectual property product and/or services.

“We are proud to recognize this outstanding group from our highly valued worldwide partner network as our 2011 Partner Award finalists,” said Jon Roskill, corporate vice president, Worldwide Partner Group, Microsoft Corp. “We applaud the unique perspective and creativity each of these companies brings to solving customer business and technology challenges. Our strong partnership along with their commitment to customers plays an essential role in our mutual, long-term success.”

As a result of this achievement, Pareto Platform will benefit from considerable world-wide exposure by being showcased throughout Microsoft’s channel of websites, and with recognition at the Microsoft Worldwide Partner Conference in Los Angeles, July 10<sup>th</sup> – 14<sup>th</sup>.

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

The Pareto Platform is a turnkey web-based Business Development and Relationship Manager delivering tools for advisor productivity based on time-tested best practices. It is completely specialized to the financial and wealth management industry.

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