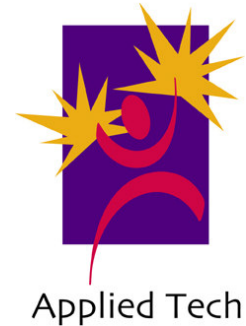


**For Immediate Release: July 30, 2008**

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**Applied Tech, Focus on Energy and the Capital Region Business Journal  
Announce Green IT Makeover Contest**

MADISON – At an open house event on July 29, 2008, Applied Tech and sponsors announced a Green IT Makeover contest for Wisconsin-based businesses. Businesses are encouraged to apply for a chance to win environmentally-friendly products and services from Applied Tech, Focus on Energy, Microsoft, Hewlett-Packard, WatchGuard and others. The Grand Prize Package is valued at over \$25,000.

With increased interest in purchasing environmentally-friendly products, recycling and reducing energy use, Applied Tech and their partners will help a local business adopt 'green' IT practices and improve energy efficiency at their facility.

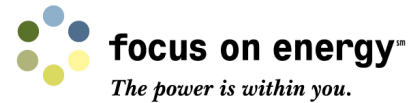
“Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, is excited to partner with Applied Tech on their Green IT Makeover contest,” said Ken Williams, business programs director for Focus on Energy. “This joint effort will help a local business reduce energy use, improve efficiency of their business and ultimately improve their bottom line.”

Eligible applicants must be Wisconsin-based with a minimum of ten employees and ten computers. Applications must be received by October 17, 2008 and the winner will be notified by the end of November. For more information and to download an application, please visit Applied Tech’s Web site at [www.appliedtech.us/GreenIT](http://www.appliedtech.us/GreenIT).

For further information, please contact Julie Vike at 608-257-6051 ext 23 or [vike@appliedtech.us](mailto:vike@appliedtech.us).

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## Green IT Makeover sponsors:



### **About Applied Tech:**

Applied Tech, a Microsoft Gold Certified partner, is a full-service outsourced IT and Business Solutions provider serving small-to-medium sized businesses. Applied Tech has met the IT needs of more than 250 organizations in central and south central Wisconsin. Clients include manufacturing, construction, government agencies, non-profit organizations, and trade associations.

Applied Tech is the premier provider for Microsoft Dynamics GP, CRM and SharePoint and has been ranked one of Dane County's top three IT service providers by IN BUSINESS magazine. Offices located in Madison and Stevens Point, Wisconsin.

To learn more please call us at (608) 257-6051 or visit [appliedtech.us](http://appliedtech.us).

### **About Focus on Energy:**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Through this partnership with Applied Tech, Focus on Energy will provide the Green IT Makeover winner with an energy assessment of their facility and technical expertise to help the business reduce their energy use.

For more information about Focus on Energy, call (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).