



For Immediate Release
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InfoTech Niagara Presents Shatter I.T. with Its Corporate Culture Award At Its March 24th BETA Awards Show at the Buffalo Convention Center

BUFFALO, NEW YORK (April 12, 2010) – Shatter I.T., Western New York’s only fully staffed and commercially accessible 24/7 data center, received the Corporate Culture award from InfoTech Niagara at their 10th Annual Buffalo/Niagara Emerging Technology Awards (BETAs), on March 24 at the Buffalo Convention Center. More than 400 people and 50 local I.T. companies attended the BETA Awards and the trade show that preceded it.

The Corporate Culture award recognizes a technology company with operations in Western New York that exudes a positive, encouraging, productive, and tech-savvy work environment.

In its award nomination form, Shatter said this about its biggest challenge in 2009, “Shatter, like every business, was operating in the most difficult economic environment in decades. Many businesses were trimming expenses and some were struggling to survive. Shatter, a relatively young company still in an active-growth mode, had to find new ways to broaden its customer base, diversify its service offering, and differentiate itself in the marketplace.

When asked to identify its ‘Proudest Moment,’ the Company said this, “In the past year, in an attempt to respond to business conditions due to the economy, we included the entire staff in the process of re-branding our company. It turned out to be an effective team-building experience. Shatter successfully introduced a new corporate identity, through an integrated marketing communication program that highlighted its key competitive advantage: Shatter monitors its customers’ mission-critical information, 24/7, guaranteed! Launched at the 2009 BETA awards, the new Shatter logo and marketing materials continued to build visibility throughout the year, with the company adding new customers and continuing to grow its revenues, in spite of a brutal operating environment.”

“Western New York has a lot of world-class technology companies with local operations, so it was a great honor for Shatter to be selected for this award. We believe that our people, specifically our commitment to flawless service and the strong partnerships with our customers, is what sets our company apart,” said Peter C. Ronca, Shatter’s President and Chief Executive Officer.

Shatter was also recognized with the Board Award, given to the company or individual that has done the most to assist InfoTech Niagara in the past year.

Shatter I.T., <http://www.shatterit.com>, is Western New York’s only commercial data center that is fully staffed and accessible 24/7. Shatter houses its customers’ servers and continuously monitors their systems, identifying and correcting potentially harmful problems before they occur.

InfoTech Niagara is the information technology association for Western New York. It is a non-profit member funded group which is dedicated to offering networking, professional development, and industry awareness to the WNY tech sector. For more information visit www.infotechniagara.org.

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