



Application Period Now Open for 2011 Awesome Add-ons

At The Sleeter Group, we continually study the marketplace of accounting software and add-on solutions for small- and medium-sized business. The Awesome Add-on program was developed to recognize outstanding products that help our consultants and their clients improve their business processes. Prior winners of the Awesome Add-on Awards may be found at www.sleeter.com/awesomeaddons.

If you are a developer of a product or service that connects with QuickBooks, Peachtree, or other financial accounting software (FAS), then you may nominate your offering for the Awesome Add-on Awards, which are chosen by The Sleeter Group and will be presented at The Sleeter Group's 2010 Accounting Solutions Conference at Paris Las Vegas the week of November 8, 2010.

Requirements for this year's consideration by the committee are:

- The product must be shipping by November 1, 2010.
- Although it is not a requirement that the product integrates directly with QuickBooks, Peachtree, or other FAS data, if it does integrate it must use the best practices for integration in addition to using the latest integration technologies as appropriate in the view of the evaluation committee.
- Recipients must be present at the awards ceremony at The Sleeter Group's Accounting Solutions Conference when their award is given; by submitting this application, you agree to have a representative on site to receive the award.
- Recipient must agree to The Sleeter Group's Awesome Add-on Joint Marketing Guidelines, below.

Joint Marketing Guidelines for Awesome QuickBooks Add-on Award Winners

- Recipients of the Awesome Add-on Award must use The Sleeter Group's Awesome Add-on Award branding in their marketing materials for a minimum of three years after the award. At a minimum, the award and branding must be listed on the recipient company's Web site, with a link to The Sleeter Group's Web site landing page for the Awesome Add-on Award. In addition, it is highly encouraged that the Awesome Add-on logo and/or trophy are included in display ads.
- Recipients agree that they will exhibit at The Sleeter Group's Accounting Solutions Conference at which the award is presented.
- The Sleeter Group's Web site will list all recipients for a minimum of three years, unless a) the product is withdrawn from the market, b) significant product defects are discovered subsequent to the award, c) the receiving company's business practices fail to meet high standards in the opinion of The Sleeter Group, or d) the receiving company wishes to be removed from the list.

(continued)

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page 2

- The Sleeter Group routinely does various marketing activities to promote the Awesome Add-on winners, so winners must agree to be included in such activities. Examples include, but are not limited to, the following: *The CPA Technology Advisor* magazine column, where each year there is a full column on Awesome Add-on winners; "Small Business Consulting 2 Go" podcast series, where each month one of the Awesome Add-ons is discussed; Awards Ceremony at The Sleeter Group's annual Accounting Solutions Conference, where each recipient is presented with the Award trophy; landing page on The Sleeter Group's Web site where winners are listed with links to the recipients' Web sites; press release where recipients will be included that will be distributed by The Sleeter Group (and winners will also be provided with a press release "template" for their use); and articles in *The Desktop Accountant* and *Consultant Courier*, The Sleeter Group's public and member e-newsletters, respectively.

To be considered for the Award, please complete the online application available from www.sleeter.com/awesomeaddons by August 1, 2010. Upon submission of this application, you will be contacted by a member of The Sleeter Group team to schedule your online 30-minute product demo.

Questions about this program will be addressed by David Horwitz at The Sleeter Group, 888-484-5484, +1-925-416-6300, or david_horwitz@sleeter.com.

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