



FOR IMMEDIATE RELEASE:

## **Branham300 Helps Maskery Close Record Fiscal Year**

### **Top 25 Up and Comer Designation Helps Boost Revenue by 40%**

April 25, 2006 Ottawa, Canada – Maskery, a world leader in human interaction design, today announced a 40% revenue increase in 2005 over the previous fiscal year, a result aided by Maskery's status as one of the Branham300's top 25 Canadian up and coming IT companies, announced in March 2005.

"We were honoured to be chosen as one of the Branham300's top 25 IT up-and-comers in 2004," said Helen Maskery, President and CEO of Maskery Inc. "As the year progressed, we realized the premium placed on companies that are recognized by the Branham300. Not only did our competitive wins substantially increase, but so did the size and strategic importance of our new clients."

Maskery bridges the gap between their clients' business goals and complex technology-based products and services by designing a compelling interaction experience. The need to rigorously engineer the end-user experience becomes more critical as the technology increases in complexity. Maskery's approach is a disciplined scientific methodology that ensures that every user touch point, from products to websites, delivers on the user's expectations for simplicity, effectiveness and trust. As a result, Maskery's clients see significantly decreased time-to-market, increased product adoption and decreased development and support costs.

"How a product interacts with users is critical to the product's success," said Ian Curry, president and CEO of DNA Genotek, the only Canadian company to be selected as a 2006 Technology Pioneer by the World Economic Forum. "We wanted a partner who could take a rigorous scientific approach to truly understanding what our customers need and how to deliver the right experience. We have been thrilled with the insightful service provided by Maskery."

Branham Group Inc. was founded in 1990 and assists global IT product and service companies 'go to market'. As part of their commitment to promoting Canada, Branham annually produces a listing of Canada's top information technology companies. The Branham300 has become the gauge by which Information Technology (IT) companies measure their success.

"We chose Maskery because of their role in delivering highly successful technology-based products and services to market," said Wayne Gudbranson, president and CEO of Branham Group Inc. "We are immensely proud and gratified to see that we've in turn played a role in Maskery's on-going success. A 40% increase in revenue is a

strong statement of the Branham300's ability to shape the success and reputation of Canada's IT industry."

#### About Maskery

Maskery is a world leader in delivering superior user interaction experiences by engineering the user back into the product. With an extensive international client list, Maskery delivers services, processes, training and tools to leading public and private sector organizations to help them deliver commercially successful products and services by ensuring that users experience the promised value at every point of interaction. For more information, visit [www.maskery.ca](http://www.maskery.ca)

#### About Branham Group Inc.

Based in Ottawa, Ontario, Branham Group Inc. is a leading "Go-to-Market" consulting firm servicing the global information technology marketplace. Branham conducts work in the United States, Europe, Latin America, Asia and Canada. Branham Group assists information technology companies and related institutions in achieving market success through its planning, marketing and partnering services. Branham has a strong legacy of researching and analyzing vertical, horizontal and cross-industry opportunities. In Canada, it is well known for publishing the most comprehensive listing of the top Canadian ICT vendors. For more information, please visit [www.branhamgroup.com](http://www.branhamgroup.com).

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