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## **Voting Begins on \$18,000 Purse for Windward Reports Film Contest Submissions Cease and Voting Begins on Viral Videos That Broke Business Rules**

Boulder, CO, March 05, 2007 – The online film contest sponsored by Windward Studios®, a leader in enterprise report generation, officially closed its doors on March 1st in order to begin voting today. The contest, which will yield \$18,000 in prize money to some of the makers of the short films, has been accessible on YouTube and the Windward Reports website for over six months. Now, contestants will wait in anticipation as viewers of the videos cast their votes in the upcoming weeks.

The film contest was developed to generate internet buzz and to cultivate the growing online film community after Windward Reports experienced great success with its first attempt at viral marketing – a short, comical video designed and produced by the Barats and Bereta team. Titled “Cubicle Wars,” the video was commissioned by Windward Reports in August 2006 in order to leverage alternative methods of marketing and grab the attention of developers in an off-beat manner.

After “Cubicle Wars” made a big splash on YouTube, Windward Reports’ founder, David Thielen, began to look further into the opportunities that viral marketing can provide. The contest was developed as a way for the company to continue drawing attention to its business in a way that both informs and entertains. Entries were encouraged to be creative and short, and filmmakers were tasked only with mentioning Windward Reports and producing something amusing to software developers. Since September 2006, over one million visitors of YouTube have come into contact with the contest and have helped generate an enormous amount of buzz around both the videos and the product that has fueled their existence.

“There is no proof that the film contest has helped sell any copies of our software,” comments Dave Thielen, creator of Windward Reports, “but we’re perfectly fine with that. The intention was not to sell product, it was to sell our brand image, and I think this contest has succeeded in doing just that.” Today, Dave has more support than ever to back up this statement – at its closing, the contest had 35 entries from filmmakers across the globe eager to get their hands on some of the prize money.

Voting is currently being held online at <http://www.windwardreports.com/vote/default.aspx>. Starting April 2nd, at the end of

each week, the competitor with the lowest amount of votes will be eliminated, with \$10,000 eventually awarded to the entrant that comes in first place. For contest rules or to view entries submitted to date, please go to

[http://www.windwardreports.com/film\\_contest.htm](http://www.windwardreports.com/film_contest.htm).

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#### About Windward Reports:

Launched in 2002, Windward Reports is the only full-featured, robust J2EE/.NET reporting engine to use Microsoft Word as a layout tool, putting report-design and generation power in the hands of the end user, technical or non-technical. Any Word user can easily and securely create reports with almost no learning curve. Also unique, Windward Reports implements in hours, offers affordable pricing, and offers “prompt, fantastic” technical support via a 24/7 support forum as well as support contracts.

Windward Reports works by merging any XML, SQL or custom data source—or any combination thereof—with a Microsoft Word report template. It feeds data into the template to create a “what-you-see-is-what-you-get report” that can be generated in PDF, .RTF, HTML, WordML, .XLS, SpreadsheetML, .TXT, or multipart-MIME-email format.

Windward Reports runs as a standalone application or in an enterprise computing environment. New releases from Windward include the Windward Arrow, ” a turn-key reporting solution that promises to allow business users to design, run, manage and distribute reports without the help of an IT Person. Windward Reports developer, production and portal systems are available for purchase or free trial at [www.windwardreports.com](http://www.windwardreports.com).

#### About Windward Studios

Windward Studios was formed in 1995 to develop innovative software products for both enterprise and individual customers. It has headquarters in Boulder, Colorado.