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Windward Reports Makes NBC News Software Company's Viral Video Comedian Team Featured in MSNBC Story

Boulder, CO, May 31, 2007 – Windward Studios®, a leader in enterprise reporting software, recently made national news when the company's first viral marketing video was featured in an MSNBC report titled "[A Star is Born.](#)" The segment focused on the unexpected popularity surrounding makers and stars of online videos seen by millions every day. This success has helped give many unknown faces celebrity status, including two web comedians closely linked to Windward Reports.

Designed and produced by comedic team Luke Barats and Joe Bereta, the "Cubicle Wars" video was commissioned by Windward Reports in July 2006 to leverage alternative marketing methods and boost the company's brand image. Since then, the clever, cutting-edge video has become immensely popular among mass audiences and has proven successful on several levels.

Since its premiere on YouTube nine months ago, Cubicle Wars has received roughly two million hits from viewers both inside and outside the techie realm. The great success from Cubicle Wars helped lift Barats & Bereta to new heights as a comedic team when, just two months after the video's release, they signed with Creative Artists Agency (CAA). The fame and fortune has continued in 2007. In March, the Cubicle Wars video won three Addy Awards, including Best of Show. Today, in addition to continuing to create assorted viral and advertising videos, the online duo has been working on a pilot TV show for NBC called "This is Cul-de-Sac."

The fact that Windward Reports helped boost Barats & Bereta to Hollywood fame is certainly rewarding for the software company, which has also benefited from the success of Cubicle Wars. Increased Google hits, a more recognized brand name, and props from humorists in the industry have helped make the online video venture a success for Windward Reports. "Seeing our Cubicle Wars video on an NBC news story was extremely exciting for me," says David Thielen, company founder and CEO, "I can only imagine how Joe and Luke are feeling right now!"

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For Immediate Release
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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 turnkey 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.

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.